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June 22, 1970

International Commerce

MarketAir joint trade mission reports from Europe

A U.S. DEPARTMENT OF COMMERCE WEEKLY

XUM

International Trade Winds

Company News

AUTOMOTIVE PRODUCTS—Borg-Warner (Australia) Ltd. announced a $9 million expansion program to provide additional capacity for production of automatic transmissions and other vehicle parts. The expansion calls for the construction of facilities for the transmissions at Albury, New South Wales, which is scheduled for completion in late 1971. The present plant in Fairchild, a suburb of Sydney, will be used to manufacture a wider range of rear axles, differentials and manual transmissions. Borg-Warner (Australia) is 75% controlled by the Borg-Warner Corp., Muncie, Ind.

HOTELS—Howard Johnson Co., Boston, has announced a chain of restaurants, hotels and motor lodges to be constructed in Mexico. The company signed a 20-year lease with Restauranteles, S.A., a Mexican business firm, for the construction and operation of restaurants and lodging facilities. The Mexican organization is planning a chain of 30-40 units to be located in both resort and industrial areas. The Mexican project will be constructed by Marhnos Construction Co. of Mexico City.

TRACTORS—Ford Motor Co. of Detroit is planning to establish a new organization to market agricultural and industrial tractors in Japan. The new company will be incorporated with 60% ownership by Hokkai Jidosha Kogyo, K. K. with headquarters in Sapporo; Ford will hold 40% ownership. Hokkai has distributed Ford tractors in Japan since 1953. Ford will also introduce a four-wheel, 22 h.p. agricultural tractor into Japan which will be manufactured to Ford's specifications by Ishikawajima-Shibaura Machinery Co.

CONSTRUCTION—Lummus GmbH, the German subsidiary of the Lummus Co., Bloomfield, N.J., has been awarded a $25 million contract by Gelsenberg A.G. for design, engineering, procurement and construction of an olefins complex. The new facilities will be located at Munchsmunster near a Gelsenberg-Mobil refinery and will be completed in mid-1972. The olefins complex will produce 200,000 MTY of polymer grade ethylene and 130,000 MTY of propylene from naphtha feedstocks. The Gelsenberg project is the 55th ethylene contract Lummus has received.

Newsletter

Eximbank, on the move to encourage U.S. exports, will head for Chicago in September to set up shop at the massive U.S. Machine Tool Show and its companion exposition, the Production Engineering Show. The Eximbank booth will be, in effect, an office providing immediate credit assistance for foreign purchasers of U.S. machine tools. Eximbank has offered such service at several overseas exhibitions sponsored by the Commerce Department, but never before at a domestic industrial show. The last Machine Tool-Production Engineering show, in 1965, drew 102,000 persons from more than 100 countries.

A Los Angeles firm made its bow in exporting this spring with a between-regular-shows promotion at the Tokyo U.S. Trade Center. Rushell Systems, Inc., originally had signed for a Trade Center exhibition of security/protection equipment, but when the show was postponed, Rushell asked for the use of the Center's exhibit area for a solo presentation. Nearly 300 trade visitors came to study Rushell's card-insert/check system for identification and protection purposes. Now Rushell's vice president for marketing and sales, expects $1 million in sales in Japan over the next year, far above his expectations.

The Tokyo U.S. Trade Center was also a recent backdrop for the 125th anniversary of Marubun Company, Ltd., which celebrated with a show for 32 U.S. electronics manufacturers it represents. Marubun, a frequent participant in the Trade Center, developed a promotion program for its exhibition that began six months ahead, had its own blue ribbon guest list and staged several symposiums. Results, about $1,750,000 in immediate and anticipated sales.

Still another spring between-shows promotion at the Tokyo Center has led to a repeat request by the sponsors. The machinery department of Hakuto Co., Ltd., put a new-to-market production line insertion machine and sequencer on display, made by Universal Instruments, Binghamton, N.Y. Hakuto was so pleased with the caliber of the audience that responded that it has asked to reserve the entire Trade Center at a time in September when the Center's calendar is free.

Another spring between-shows presentation at the Tokyo Center featured sealing machines made by the Packaging Machinery Division of Doughboy Industries, New Richmond, Wis. The company's two-day show drew 100 carefully selected invitees, and $45,000 in sales may result in the next year, the firm believes.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for the detailed know-how and analysis in our regular news columns.

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the cover

The 1970 MarketAir Trade Mission to Europe sponsored by Trans World Airlines with the assistance of the U.S. Department of Commerce sent 28 U.S. company executives off to three major nations last month. A part of the group was pictured at New York's Kennedy International Airport, observing the containerized cargo loading of the TWA Boeing 747 jet that carried them across the Atlantic. Kenneth N. Davis, Jr., Assistant Secretary of Commerce for Domestic and International Business (third from left), led the Mission. His comments and other articles about the trip begin on page 2.

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MARKETAIR TOUR REPORT

Leader of joint mission views Europe trade scene

Assistant Secretary Davis sees bright prospects for advanced technology exports

A special aspect of the recent MarketAir Trade Mission to Europe was the participation of Kenneth N. Davis, Jr., Assistant Secretary of Commerce for Domestic and International Business, as Mission Director. Upon his return to Washington, Assistant Secretary Davis discussed the Mission with a staff member of INTERNATIONAL COMMERCE. Highlights of that interview follow. Other reports on the Mission appear on succeeding pages.

QUESTION: Mr. Davis, you have just returned from a trade mission to Europe which had several unique characteristics. It was the first time that someone at the Assistant Secretary level had accompanied a Commerce Department trade mission. There were three advanced technology industries represented in your group and, of course, in traveling on the new TWA 747 you had a chance to observe at first-hand the potential of the Jumbo Jet for increased world trade. What was your general reaction to the trip?

ASSISTANT SECRETARY DAVIS: It was one of the most rewarding and encouraging trips of my whole career in business and in government. I became more convinced than ever that the world is fast becoming a global marketplace and that U.S. technology and salesmanship will continue to lead in the expansion of world trade.

QUESTION: Your mission was made up of representatives of U.S. companies in the fields of environmental control equipment, electronic components and electronic data processing equipment. Was there a common bond that tied such a group together?

ASSISTANT SECRETARY DAVIS: Yes, you will notice that all of these companies are in fields characterized by highly advanced technology—and rapidly changing technology. High technology products are currently our brightest prospects for U.S. exports. Europe needs and wants these products and, of course, the U.S. badly needs additional exports to eliminate its balance of payments deficit.

QUESTION: You saw this mission, then, in terms of promotion of exports, rather than to investigate the possibilities in licensing or in setting up joint ventures that would increase U.S. manufacturing operations in Europe? We hear so much these days about the need for overseas production to penetrate the major European markets. . .

ASSISTANT SECRETARY DAVIS: This was definitely an export promotion mission, and please underline the word "export." We are engaged in an extremely urgent, intensive and comprehensive drive to build the U.S. trade surplus because of the continuing difficulty in our national balance of payments accounts. So we were promoting exports at every point on our trip. And I was delighted to be able to report—from the many instances cited to me by my mission members—that excellent opportunities for U.S. exports to Europe definitely do exist. The figures in other detailed reports on the mission [EDITOR'S NOTE: see following articles] give ample proof of this. Yes, before the trip, I heard some apprehension expressed about our inability to compete effectively by way of shipments from the States. I saw these opinions being changed by practical experiences on this mission. At the same time, I should make it clear that we placed no restrictions on discussions by our businessmen that might lead to licensing agreements or other arrangements related to European production. We set an atmosphere and an objective for the mission, but we carefully avoided attempting in any way to limit anyone's activities.

QUESTION: What about the attitudes of the Europeans over the flow of goods and equipment arriving from the United States? What can you tell us about the current climate affecting trade?

ASSISTANT SECRETARY DAVIS: Well, there is certainly not a wide open trade atmosphere in Europe at this time. Yes, the Europeans are anxious to safeguard their "infant industries" —as they refer to some new advanced technology industries. They are watching closely the nature and extent of competition from the United States and from the other industrial nations. They asked that we be realistic and understanding about these attitudes. But at the same time we should not exaggerate them. In the total picture, there is such a pressing need for the best kind of equipment and technology that I am confident that we all realize that an ever-expanding free flow of trade must be our goal and theirs. Basically, in other words—despite all the talk about restrictions—we are still moving forward and the Europeans will move with us if we are firm but fair with them.

QUESTION: You had a chance, then, to get the feel of current thinking among European businessmen? Government officials, too? What about your talks with your counterparts in the governments of the host countries?

ASSISTANT SECRETARY DAVIS: Several very distinct messages came through. First, many Europeans are concerned

SUBJECT OF THIS INTERVIEW, Asst. Sec'y Davis (c.), introduces mission member Frank Sebastian (l.) to U.S. Ambassador Arthur K. Watson in Paris.

about the continuing U.S. balance of payments deficit. They recognize that the dollar is the cornerstone of the world monetary system and that we must eliminate our balance of payments deficit if the dollar is to remain strong. Second, businessmen in Europe do not want to see the U.S. have all of the advanced technology businesses. They want to have a place in the world markets for aircraft, nuclear power, computers, and the like. Third, they wish we would slow down our efforts to acquire European companies. They fully recognize that there will be more and more multinational companies but they want a good proportion of them to be European-based rather than having more of them U.S.-based. They asked that we be practical about recognizing their legitimate interests and concerns on these three points.

In turn, I cautioned the Europeans that the U.S. must be concerned about the business deterioration of some of its major domestic industries—steel, textiles, shoes, etc.—if we remain the only market in the world that is open to an ever-increasing flood of low-cost foreign competition. I pointed out to them that our proposals for import restraints in these industries are not protectionist but rather we are offering to share the growth of the largest market in the world with foreign producers.

QUESTION: Is there considerable concern in Europe about the problems of preserving clear air and clean water and the other things we mean when we talk about environmental control? Has this concern reached the stage where U.S. technology can play an important part?

ASSISTANT SECRETARY DAVIS: In many cases Europe has been ahead of us in facing these problems. You know that London, for instance, has achieved a rather dramatic breakthrough in solving its smog problem. In sewage treatment they have some excellent technology that we can use. We visited one of the largest and effective sewage treatment plants in the world just outside London and the mission members gained valuable ideas on processes and techniques which they can adopt here. Also, we learned a lot at the anti-pollution seminars held in London and in Paris in connection with this mission.

There has been much written in recent years about a supposed "technology gap" that exists between the U.S. and Europe, with the inference that Europeans are at a disadvantage. Believe me, if our experience in the anti-pollution field is any index, the gap exists in both directions. It was highly useful, then, to get together as we did to exchange information in some very direct discussions.

QUESTION: You took these businessmen to three of the European nations that we have the very closest relations with—wasn't this a case of adding footsteps along a well-beaten path?

ASSISTANT SECRETARY DAVIS: That conclusion is founded on a misconception of what Europe is today. Europe is not static. Just as the United States' market is changing, Europe is changing from month to month, particularly in the fast-moving fields in which we were interested. We opened new doors, met new people, turned up new markets, even for those companies that travel to Europe regularly or have alert representatives there. And this is not just my own conclusion. Ask the businessmen who were with us. They were continually being surprised over new details, new aspects, of situations on which they thought they already had up-to-date information.

QUESTION: In your judgment, what benefits did you notice for U.S. firms in accepting U.S. Government leadership on this mission?

ASSISTANT SECRETARY DAVIS: The most obvious benefit—repeatedly called to my attention by the mission members—was the extensive schedule of business appointments set up for our businessmen by the U.S. Commercial Officers overseas and by the Commerce Department's advance team. The businessmen kept telling me that they could not, on their own, manage to see such a list of potential buyers in months. They were particularly impressed with the high level in decision-making authority of those they were introduced to. If I heard that comment once I heard it a dozen times. Our mission members told me that they felt a real benefit from the attention and prestige derived from being associated with an official activity of our Government. I don't know how this benefit could be measured—but in my discussions with both our own businessmen and the Europeans I observed this effect at work on many occasions.

QUESTION: What is the upshot, as you saw it, of the U.S. businessmen joining with their colleagues—often effective and strong competitors—on such a mission as this?

ASSISTANT SECRETARY DAVIS: Some very interesting things happened. I particularly noticed a spirit of helpfulness that extended, for example, to a sharing of appointments and to making new appointments where one mission member saw an opportunity for another. It is quite an experience for a government official to note how willingly these businessmen assist each other. And, of course, for the man who is new at handling himself in a foreign country there was an added measure of such help. Meanwhile, the enthusiasm and the momentum of the mission itself seemed to have its effect on each individual member. . .

QUESTION: We have talked about the benefits that accrue to the businessmen who participated directly in the mission. Are there any results for the rest of the U.S. companies in their industries—those that were not able to participate?

ASSISTANT SECRETARY DAVIS: Yes, one of our main objects in arranging these "specialized industry trade missions," as we call them, is to obtain benefits for all companies in the industries. We will transmit our market information industry-wide, through reports and speeches and individual discussions. We will be planning future promotional events, too, based on what we learned in this one. We have become steadily more experienced and successful with these missions. We are dedicated to doing even better in the future.

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AUTHOR OF ACCOMPANYING ARTICLE, Deputy Director Barrett (right), and Mission Director Davis (second left), tour TWA's Export Service Center at Instrumentation, Electronics, & Automation International Exhibition in London, accompanied by TWA officials. (For report on this exhibition, see page 20.)

MARKETAIR MISSION REPORT

Advanced equipment, technology groups see favorable markets in London, Paris, and West Berlin

Environmental control, EDP, electronic component specialists find brisk European interest in latest devices and know-how

By CHARLES J. BARRETT
Deputy Mission Director

Europeans are in the market for advanced equipment and technology for electronic data processing, measuring and testing, and environmental control.

Europeans are well supplied themselves. They have products and know-how in some of these fields to offer us. But demand for various kinds of related equipment and services is growing and many U.S. suppliers, with their products pinpointed to particular needs, can expand their sales abroad.

So concludes the most recent Trans World Airlines trade mission.

The TWA MarketAir Mission that has just returned from London, Paris, and Berlin was comprised of three cooperating groups—one in environmental control equipment and technology, one in EDP, and one in testing, measurement, and electronic components.

The participants proved that the markets are there: The three groups came back with $400,000 worth of direct orders, and several members are now concluding negotiations for additional immediate deliveries. What's more, early returns reveal that anticipated export sales over the next 12 months may exceed $10 million.

Although many of the companies whose officials participated in the mission were already active through sales offices and distributorships in the areas visited, other firms sought representation and were able to locate more than ten new agencies.

Joint undertaking

Under the leadership of Assistant Secretary of Commerce Kenneth N. Davis, Jr., 28 U.S. businessmen representing specialized sectors in some of America's most highly advanced industries took off last month in a joint undertaking of Trans World Airlines and the U.S. Department of Commerce.

The flight itself was the official inauguration of TWA non-stop 747 jet service from New York to London. To highlight the anticipated expansion of air cargo traffic resulting from the greater capacities of the jumbo jets and to assist in the national export expansion program, TWA had made available a block of seats for U.S. businessmen. They were recruited under the Commerce Department's industry-organized Government-approved trade missions program.

The members of the three separate commodity groups—all dealing with extremely sophisticated technology and equipment—were top executives of U.S. companies. The itinerary focused on key cities in three European countries which have become the principal markets outside the United States for the commodities represented by the mission members.

The environmental mission conducted seminars on pollution control techniques in each of the cities visited, exchanging data with British, French and German experts. From its arrival in London until the assignment ended in Berlin, the group carried out a full schedule of appointments and visits.

The London stop was fruitful for all three of the mission groups. High levels of individual contacts were made with excellent results.

The environmental control seminar was launched with an overflow audience in attendance. Visits to British pollution control stations were very rewarding.

The Paris visit introduced some of the mission members to the difficulties encountered in doing business in a foreign language. With the helpful assistance of the excellent interpreters available, however, the American and French businessmen soon overcame this handicap. Some of the members found that Paris was the highlight of their business activities; others continued to favor London.

Berlin, the last city visited, while not equalling London and Paris in numbers of contacts, proved to be extremely interesting in terms of potential opportunities.

Some of the members met with the American Chamber of Commerce in Berlin.

Unlike trade missions to developing countries where advanced U.S. products were being shown for the first time, the TWA Mission deliberately chose those areas in Europe where competition from both domestic producers and foreign manufacturers—including those from the United States—was the greatest in fields of very advanced technology and sophistication.

According to the mission members, the support received from the sponsoring organizations and the commercial sections of the U.S. foreign service post abroad was invaluable. To quote Kenneth E. Forsberg, of Tecnetics Inc., Boulder, Colo., "I spent six weeks in Europe last year. In one-third of that time on this mission, I saw twice as many people. In other words, the mission increased my effectiveness six-fold."

Following the conclusion of the mission activities in Berlin, many of the members retraced their steps to London or Paris to follow up opportunities developed during the visits. Others departed for other cities in Europe for on-the-spot visits which also resulted from leads uncovered during the mission.

Although mission members found that the United Kingdom, France and Germany were already well developed as producers of electronic equipment in general, there were a great many sectors in this general area in which the product lines of mission members were more advanced and accordingly of great interest to the foreign business contacts. As a result of their successes in identifying specific product lines of potential sales opportunities, the majority of mission members agreed that further individual effort by the American companies will be justified to take advantage of the expanding European market for American sophisticated equipment.

DURING MISSION'S PARIS STOP, Commercail Attache Richard Kirby (l.), of U.S. Embassy, serves as guide.

Almost to a man, each member has reported that his participation was extremely valuable. In a number of instances, members from companies which were already fully represented in the areas visited discovered new opportunities for trade which were explored on the spot with their European representatives. Other members, not yet at an advanced stage in their study of the European market, added much to their background through contacts made by the Embassy commercial staffs.

Close observation of the mission members in their business contacts over the two-week period revealed several interesting sidelights. There is no substitute for the personal visit by a top flight executive with his opposite number in a foreign country. Neither extensive correspondence nor personal efforts by stand-ins, including the excellent commercial officers stationed abroad, can serve the interests of an individual com-

EDP MISSION MEMBER Thomas Christiansen (below), manager, international trade relations, Hewlett Packard Co., Palo Alto, discusses appointment schedule for Paris with receptionist at U.S. Embassy. At right are three French businessmen conferring with mission member John Day, IPT Corp., Mt. View, Calif.

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U.S. AMBASSADOR WATSON (2nd from r.), receives TWA and mission officials at home during Paris stop.

pany to the same extent as the presence of the company's own man.

Members comment

Said Ralph A. Swanson of Data Disc, Inc., Palo Alto, Calif.:

"For me and my company the mission was a resounding success from beginning to end. I accomplished the following objectives: to survey the European market to determine the short- and long-term sales potential for our products; to make contacts for large computer manufactures in the three countries visited, and to consider the possibility of setting up our own sales and service organization rather than working through distributors and representatives.

"I feel that the products of my company can meet the competition in Europe and I believe that the present time is most appropriate for us to pursue our export efforts in Europe."

M. Ray Dilling, Interface Mechanisms, Inc., Mount Lake Terrace, Wash., commented:

"I welcomed the opportunity to participate in this trade mission with the following export objectives in mind:

"I wanted to re-examine the European EDP technology, with particular emphasis on the United Kingdom; to re-confirm my belief that our Dual Image data entry devices would find popular acceptance in this market area; and assuming that conditions for market acceptance proved favorable, I then wanted to consider the timing and methods for effective product introduction.

"These objectives have been met in varying degrees. In relation to total EDP export potential in Europe, personal sales calls and mission interviews confirm the strength of our own data recording and retrieval media for applications in the United Kingdom and Sweden. The current EDP software and the dominance of punched cards in France and Germany somewhat cools my personal optimism for our company's products, although for the overall export potential, I am sure these countries are also good markets.

"In spite of the favorable background of the United Kingdom and Sweden markets, our product will still require a serious sales commitment, probably in the form of direct, salaried people who thoroughly understand these markets and the local technical environment. We likely will invest significant training in our own specialized application and service technology.

"Although joint venture was discussed on several occasions, I did not find a compelling circumstance. Direct export of finished products supported by good communications through qualified local sales effort seems like the most reasonable approach.

"No actual orders were written on this trip; however, meaningful introductory work was accomplished and, with careful follow-up in the next three months, I estimate that our company will book a minimum of $800,000 in export business for delivery over the next 18 months."

G. H. Bruns, Jr., Systrom-Donner Corp., Concord, Calif., said he established investment banking contacts to fund market efforts with local rather than U.S. dollars. (See also his report, p. 10.)

The three groups represented:

Environmental pollution control equipment: Paul J. Cardinal, manager, Sanitary Engineering Division, BSP Corp., San Francisco; Donald B. Erskine, chief engineer, Calgon Corp., Pittsburgh; Thomas A. Kennedy, president, Zurn Int'l, New York; P. O. Richter, senior vice president, EIMCO Corp., Salt Lake City; Frank P. Sebastian, Jr., senior vice president, Envirotech Corp., Palo Alto; L. Gene Suhr, technical consultant, Cornell, Howland, Hayes & Merryfield, Corvallis, Ore.

Electronic components: Josh Barnes, vice president, LexaLite Corp., Charlevoix, Mich.; R. D. Hickok, chairman of the board, Hickok Electrical Instrument Co., Cleveland; John J. Myers, vice president, Electronics Div., Allen-Bradley Co., Milwaukee; John M. Pearce, exec. asst. to general manager, Bendix—Communications Div., Towson, Md.; Robert B. Sterns, president, Logic Systems, Inc., Great Neck, N.Y.; James M. Walsh, manager, Commercial & Government Marketing, HyGain Electronics Corp., Lincoln, Neb.

Electronic data processing: G. H. Bruns, Jr., president Systron-Donner Corp., Concord, Calif.; Peter B. Caloyeras, president, Magnetika, Inc., Venice, Calif.; John M. Carter, president, Garco Electronics, Menlo Park, Calif.; Thomas A. Christiansen, manager, international trade relations, Hewlett-Packard Co., Palo Alto; M. Ray Dilling, president, Interface Mechanisms, Inc., Mountlake Terrace, Wash.; John F. Day, vice-pres., marketing, IPT Corp., Mt. View, Calif.; Kenneth E. Forsberg, president, Technetics, Inc., Boulder;

Frank Holt, vice president, marketing, Daconics Corp., Sunnyvale, Calif.; Raymond E. Jacobson, president, Anderson Jacobson, Inc., Sunnyvale; Lewis Kasch, international marketing manager, Tektronix, Inc., Beaverton, Ore.; D. H. Methvin, president, Computer Automation, Inc., Newport Beach, Calif.; Eugene Richeson, vice president, marketing, Rolm Corp., Cupertino, Calif.; Morwick Ross, manager, market development, TRW systems—TRW, Inc., Redondo Beach, Calif.;

O. W. Sailer, vice president, marketing, Electro Development Corp., Lynnwood, Wash.; Ralph A. Swanson, general sales manager, Data Disc, Inc., Palo Alto; C. Dudley Warner, president, Computer Synectics, Inc., Santa Clara.

TWA representatives were Clifton Cooke, director, freight sales program, New York; and Richard A. Miller, MarketAir trade development, New York.

In addition to the Mission Director and Deputy Director from the Commerce Department, Joseph L. Muller, Trade Missions Division, Bureau of International Commerce, and Harry Weiss, Chief of the Department's News Room, accompanied the mission.

IN LONDON, Frank P. Sebastian (2nd from l.), author of accompanying article, offers his company's repurified water to British conservation engineers. Water came from Lake Tahoe, Calif.

MARKETAIR TOUR REPORT

U.S. anti-pollution engineering know-how is marketable today in Europe, mission survey found

Environmental control group met by large, attentive seminar audiences in three cities; Britain seen as most promising sales site

By FRANK P. SEBASTIAN
Senior Vice President, Envirotech Corp.

If the British, French, West German and U.S. public decides that only water fit to drink is water fit to throw away, the technology exists to do the job at a cost of only a few pennies per person per day. This was the theme of the Environmental Control Trade Mission to Europe.

Our general market conclusion was that while the export of hardware is not generally favorable, process and engineering know-how are definitely marketable.

Several of the mission members already have active licensees in pollution control hardware manufacture and additional discussions were held during the mission with ten additional prospects. Immediate prospects for most of the missions' firms looked more promising in Britain than in France and West Germany where well-entrenched local competition exists. The U.K., France and Germany all demonstrated great interest in U.S. technology as was evidenced by the large and attentive seminar meetings.

Mission member Tom Kennedy, President of Zurn International Division, observed that Japanese competition did not seem to be so strong in Western Europe. He further observed a trend toward increased economic nationalism and group preference in the EEC. We can anticipate similar problems if the U.K. enters the EEC.

Well attended

The "Pure Water from Waste Water" seminars were attended by 300 persons in London, Paris and Berlin. The Mission commenced in Washington with a press briefing and luncheon hosted by Rep. Paul N. McCloskey, Jr., of California, on May 13.

After another press briefing in the TWA Board Room in New York City on May 14, the Environmental Control Group joined with about two dozen trade mission members from the electronics data processing and electronic components industries and flew at the courtesy of TWA on its inaugural Boeing 747 flight from New York to London.

In London, the seminar was attended by 200 water quality control leaders in the American Embassy auditorium. The guest speaker was Dr. A. S. Downing, Director of Britain's Water Pollution Research Laboratory, who spoke on current trends in water pollution controls in Great Britain and America. Dr. Downing predicted increasing application in Britain for several of the different types of equipment represented by mission members (microscreening, mechanical dewatering and incineration).

Assistant Secretary Davis lead the mission on a visit with E. A. Drew, plant manager at Rye Meads Works outside London. Rye Meads has the highest effluent standards in Britain, set in 1955. The high standards (99% removal of BOD$_5$ and suspended solids and 75% removal of ammonia) were established to permit the withdrawal of the water from the River Lee, 10 miles down stream, for normal municipal purposes. The River Lee has been a source of water supply for 400 years, but in the past 150 years pollution has become a factor and was aggravated by formation of three new towns in the Lee Valley.

London draws 19% of its water supply from the River Lee (and 67% from the River Thames). In very dry periods, the flow of the River Lee approaches 100% effluent, but this has not occurred in the past 14 years. According to reports of the London Metropolitan Water Board, the quality of the water of the River Lee has steadily improved over the past decade so that it is now once again a good and reliable source of supply and the water from that source is reportedly as desirable for supply purposes as of that of any of the surface sources.

It is noted that there are no bacteriological standards on the effluent and as a consequence no chlorination step is performed at Rye Meads.

The plant flow is 25% trade effluent which is treated under "trade waste agreements" along with municipal sewage. As a result of a toxic material spill (one gallon in 15 million gallons) which shut down the biological process in 1961 and as a signal of any future incidence, goldfish have been

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TOURING LEE VALLEY sewage treatment project near London, mission members view various phases of operation. London draws 19% of its water supply from the River Lee.

placed in the effluent stream to serve as monitors. Samples of the effluent are passed for six hours through several aquaria where the goldfish are constantly observed by plant personnel for any "embarrassment." The high quality effluent is achieved through a diffused air process and a one step tertiary process of gravity sand filter.

Sludge is widely used in agriculture in Great Britain. At Rye Mead sludge is delivered for free in a range of 7½ miles from the plant and spread at the rate of 5,000 gallons (95% water) per acre. Dried sludge is available at bulk for the equivalent of 60 cents per cubic yard.

Considerable interest was evidenced in the new combined British and U.S. technology for sludge disposal. The Porteous thermal treatment system, together with BSP's multiple hearth incineration system, offers substantial reduction in operating costs compared with conventional dewatering and incineration, and offers substantial reduction in land use as compared to drying beds as widely used in Britain.

Visit incinerator plant

Another example of advanced environmental technology was seen at the Edmonton Refuge Incinerator (London) where a new unit had undergone about 50 hours of start-up operation. The grate is of the VKW-Duesseldorf design which is licensed by Zurn Industries in the U.S. When fully operational, the plant will incinerate about 15 hundred tons of refuse per day, generate about 40 m.w. electricity and reclaim about 371 tons per day of material for reuse. Highly efficient electro-static precipitators will cleanse the exhaust gas to less than 0.05 grains per standard cubic feet of particulates. The cost of this is estimated at approximately $15 million.

In Paris a seminar was presented to approximately 80 French representatives of municipal and federal government, consultants and industry. Guest speaker was J. Garancher, Permanent Secretary for the Study of Water for the French Government. Garancher had visited the South Lake Tahoe water reclamation plant in 1968. The Tahoe plant operations have improved substantially in such areas as phosphate removal since 1968 and this up-dated information was presented at the Paris meeting. Garancher cautioned his fellow countrymen and mission members against leaping into unproved solutions for waste water quality improvement that might lead to unforeseen difficulties.

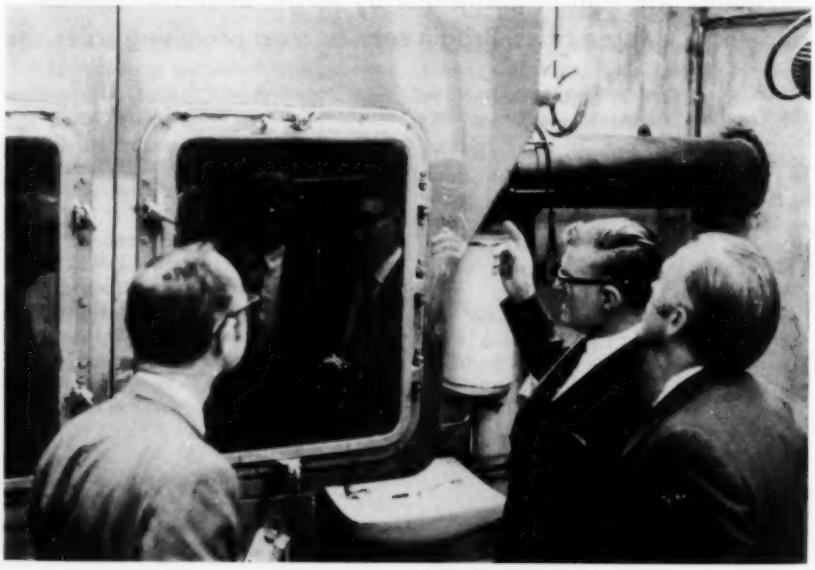
Visit municipal plant

The mission group visited the Compagnie Generale des Eaux municipal water supply plant where the river Seine upstream from Paris is used as the source for tap water. The plant has a capacity of 178 million gallons per day and uses a flocculation/sedimentation system followed by ozone treatment.

A highlight of the trip was a visit to the taste testing room where famous French bottled mineral waters are offered to all visitors in brandy glasses against tap water. As is usual with visitors, mission members were unable to detect a taste difference. We who have learned to rely on the purity of tap water in the U.S. found it unusual to be faced with a need for merchandising the acceptability of tap water.

Taste testing was also practiced at the

SEWAGE TREATMENT was observed in detail by members of the Environmental Pollution Control mission. Here, guide is E. A. Drew (c.), Chief Engineer, Middle Lee Regional Drainage Scheme, Hertfordshire.



seminar. Tahoe repurified sewage was offered to all guests with the recommendation that the repurified water be blended 50-50 with local water for the proper comparison. No difference in taste was reported.

Seminar in Berlin

At the Amerika Haus in Berlin another seminar was presented to approximately 30 West German representatives of government and industry including representatives of the largest chemical firms in West Germany. The audience showed a keen knowledge of and interest in the new physical/chemical treatment processes that are being widely discussed and tested in the U.S. The role of America's hard granular carbon was also of particular interest to the German group.

The guest speaker was Deputy Technology Director, Wilhelm Wichmann, of the Berlin Sewage Works. He described the plans there for updated treatment facilities. It was curious to note that even during the blockade of Berlin, treatment of sewage in East Berlin was virtually the only public utility that was not suspended.

AT WATER-TASTING CELLAR of treatment plant near Paris, Messrs. Blanchard and Riols (l. to r.) serve French bottled water to Environmental Control members Richter, Eimco Corp., and Cardinal, BSP Corp.

Full program

A typical program presented by the mission, which gives an indication of our scope, was as follows:

Introduction on "Environmental Technology," by Kenneth N. Davis, Jr., Assistant Secretary for Domestic and International Business, U.S. Department of Commerce.

"Repurification and Use of Municipal Waste Water," by Frank P. Sebastian.

"Pure Water from Waste Water,"—a film featuring an introduction by Governor Ronald Reagan of California.

Guest Speaker from local Technological group.

"A Economical Solution to Water Pollution," by L. Gene Suhr, Technical Consultant, Cornell, Howland, Hayes & Merryfield.

"Advances in Activated Adsorption," by Donald B. Erskine, Chief Engineer, Calgon Corp.

"Liquid-Solid Separation," by Paul O. Richter, Senior Vice President, EIMCO Corp.

"Advances in Microscreening and Air Cleaning," by Thomas A. Kennedy, President, Zurn International.

"New Techniques in Sludge Disposal and Reclamation of Chemicals," by Paul J. Cardinal, Manager, Sanitary Engineering Division, BSP Corp.

MARKETAIR MISSION REPORT

U.S. mini-computer firm gets order during London visit

Good prospects prompt company to open sales office in U.K.

By D. H. METHVIN
Computer Automation, Inc., Newport Beach, Calif.

Our company manufactures a series of mini-computers for sale primarily to sophisticated buyers who install them in commercial and industrial products and systems.

The computers in many instances take on the characteristics of a component, albeit a complex one, insofar as the method of purchase is concerned. For this reason, countries that represent a potential market for our products necessarily must be technically advanced to the point that sufficient talent exists on a relatively broad scale to apply mini-computers to tasks in industrial and commercial applications.

This I found in the United Kingdom and in Scandinavia, but not in France. I did not visit Germany, but there are indications that it is similar to France in that the required knowledge and experience is not generally available, but concentrated in a few large firms.

Opens London office

In the United Kingdom, we had made a few initial sales over the past year with one salesman operating from Stockholm. During the trade mission visit, we negotiated an order for $250,000. This and other leads, some of which were obtained through the efforts of Commerce personnel in the U.S. Embassy, have prompted me to open a sales office in London.

There are some drawbacks in selling in the European market. Besides the technical problems, the British Government's requirement that a cash deposit in the amount of 30% of the purchase price of the equipment is almost punitive and places a strain on the purchaser.

Logistics can be a problem. Transportation is expensive and cumbersome by our standards. Moving equipment from London to Amsterdam, for instance, can cost four to eight times what one would expect to pay in the United States.

With the proper approach, and being realistic about expected costs and performance, companies in the small computer and small computer peripheral field, I feel, will find a receptive market.

XUM

MARKETAIR TOUR REPORT

Executive assesses customer potential, plans return trip

Company official sees future market of about $10 million

By J. T. BARNES
Vice President, LexaLite Corp.

The MarketAir Mission was of immense value to our company. We now have an excellent idea of the potential in the area visited and believe we can develop the techniques necessary to properly enter this marketplace. It appears that a follow-up visit to Europe will have to be made later this year.

Our company manufactures lighting refractors and globes, and insulator support arms.

During and in the period immediately following completion of the mission, in specific trade mission discussions we personally visited or met with 38 potential customers, three possible agents, and two others who were instrumental in introducing us to the proper manufacturers for our product. In addition, another 11 potential customers were reached by telephone. Further, a list of about 20 other firms to be contacted in writing or on a later visit was also developed.

The customers range in size from firms such as Siemens and Philips, down to some of the various "house" manufacturers with total sales volume of perhaps less than $1 million a year.

As a result of these contacts and a general market study undertaken on the trip, it would appear that there is a total current volume for our products of about $10 million throughout the European countries. We believe an additional market of at least another $10 million could be created with the use of our product or a similar one.

In our primary product line, we appear to be in a most favorable position competitively with only one major European competitor. This competitor apparently through a rather high pricing structure has tended to restrict the use of the more sophisticated products to his line of luminaires with only very moderate usage by other fixture manufacturers.

Probably because of that policy, a different form of competition appears in the marketplace in that less sophisticated substitutes are being used by many of the larger manufacturers—in most cases, made by the manufacturers in their own or at least in partially owned facilities. This portion of the market—at the very large companies—may be a little more difficult to obtain. Our initial effort therefore is likely to be directed toward the medium-sized companies, particularly those who have expressed a preference for our type of product but have been unable to obtain it at a reasonable figure in the European market.

Specifically by country, we found the following trends:

England. Certain restrictions placed by the Government make import a less than desirable method of obtaining our product. Initial comparison of our pricing structure would, however, indicate that we may still be able to compete on specific items in the United Kingdom and will certainly be able to compete once we have manufacturing facilities in the area. The market appears to be growing rapidly and seems quite stable.

France. In the Paris area, we found a reluctance to utilize American components (or for that matter, components of any other country) and a very strong nationalistic outlook which will present a challenge to a rapid sales program. On the other hand, this attitude was not prevalent in the northern industrial area, particularly in Lille, and customer reaction here was most favorable. We obtained one modest order from a manufacturer in Northern France and left with the impression that many other orders for similar products will be forthcoming.

West Germany. While we only had two good contacts, whose plants are actually located within West Berlin, we also met with the representatives of other firms whose plants are in West German cities. Here the market seems stable and aggressive; there is interest in product improvement. Potential customers were enthusiastic and it appears that our biggest European potentials lie in the Bavarian and industrial Rhine (Bonn, Cologne, Duesseldorf) areas.

Throughout Europe, we were surprised at the comparatively low percentage of usage of the more sophisticated optical assembly. We can only assume that this has been done for economic reasons and lack of availability.

Firm expects to double exports in year

By G. H. BRUNS, Jr.
President, Systron-Donner Corp.

Our company, a $35 million electronic instrument business, has not done as well as it might in marketing its products in Europe, as is indicated by the fact that only 7% of our sales are derived overseas, in contrast to a probable 35-40% figure for our competitors. Our objective on the Mission thus was: 1) improve our understanding of the European market for our broad line of electronics products; 2) develop a plan for more effective penetration of this market, and 3) establish the necessary liaison for subsequent implementation of the plan.

My conclusion is that the Mission was extremely successful for Systron-Donner in all three aspects. It became apparent in the course of this trip that our present sales coverage in Europe through local distributors was totally inadequate for our purpose, since it restricted our selling contact to the distributors themselves and shielded us totally from our end customers. Additionally, this arrangement makes it totally impossible for us to exercise any control over ultimate prices that our end-use customers are charged.

As a result of this Mission, it became quite apparent that we must extensively alter our present methods of marketing in Europe. This will in all probability require the establishment of Systron-Donner controlled facilities in at least the three major market areas of England, France and Germany.

A number of contacts relative to this objective were made in all three countries, and we are at this time moving very quickly toward the establishment of controlled facilities in these areas. If there is any problem in this regard, it is in choosing between several alternate opportunities.

I believe we can modestly project a two-fold increase in our export business within the next 12 months, and probably a four-fold increase in 24 months as a result of our being on the MarketAir Mission.

Sydney Trade Center opening, Far East meeting in Davis tour

Seven nations on itinerary; Bangkok sessions July 6-9

The inauguration of a U.S. Trade Center and a keynote address at a regional conference of U.S. Commercial and Economic Officers are part of a seven-nation Far East-Pacific business tour for Commerce Department's Assistant Secretary for Domestic and International Business Kenneth N. Davis, Jr.

Departing June 23 on a 24-day tour, Davis will open the eighth U.S. overseas Trade Center, at Sydney, Australia, on June 29. The conference is at Bangkok, Thailand, where senior U.S. Foreign Service officers performing economic and commercial work at 15 principal posts in the Far East will meet July 6-9.

This meeting will include discussions with a Washington delegation from the Departments of Commerce and State, and the Export-Import Bank, on the U.S. business position in the area, related trade problems, and new developments and plans in the U.S. export expansion campaign. The meeting will be chaired by Robert McLellan, Deputy Asst. Secretary of Commerce for Business Development.

The conference will be the third of its kind in less than a year in Commerce Department's accelerated program to improve U.S. commercial services around the world. Others have been held in Tehran, covering the Near East and South Asia, and in Rome, covering Western Europe.

Davis will address meetings of business leaders in Sydney, Australia, and Djakarta, Indonesia. He will visit Auckland and Wellington, New Zealand; Sydney and Canberra, Australia; Djakarta, Hong Kong and Bangkok; Taipei, Taiwan; and Tokyo and Osaka, Japan.

"There is a twofold purpose in this Commerce Department visit to these countries," Davis said. "First, we want to reappraise the prospects for U.S. trade and private investment in the area. Equally important, we want to make a firsthand observation of the growing regional economic cooperation among the countries of the Pacific Basin. This cooperation has been taking place not only between the governments of this vital area, but also has involved the business and banking communities."

American Express: 75 years abroad

In 1895 an ex-sheriff from Caribou, Idaho, named William S. Dalliba opened in Paris the first overseas office of American Express. By the turn of the century he had moved the office to a landmark location, 11 Rue Scribe, which has grown over the years to be known as the "second home" abroad for thousands and thousands of U.S. tourist and business travelers.

AMERICAN EXPRESS IN PARIS at the turn of the century (top picture) was recalled at 1970 ceremony by company president Howard L. Clark (left) and Asst. Secretary of Commerce for Domestic & Int'l Business Kenneth N. Davis, Jr.

The celebration of the 75th anniversary in Paris last month also could have noted other major American Express milestones: the 120th for the company as a whole, the 50th for the Brussels office and the same anniversary for the Lucerne office.

Four years ago, the U.S. Commerce Department saluted American Express with an Export "E" Award to the company's Export Marketing Service, which, the citation noted, "has helped many American firms make their initial start in world trade and has assisted established exporters to expand their operations."

How does the international travel picture look to American Express at this time? This is what president Howard Clark recently told Parisians:

"Despite its past growth, U.S. travel volume is still small in terms of what it will become. Departures for foreign travel in 1970 will be double the 1965 level and nearly ten times the 1950 level. Still, less than 7 million of a U.S. population of 205 million will travel abroad this year. There are many more to come.

"The growth rate for foreign travel has stepped up in the past five years and, in 1969, increased by a record 20%.

"For American Express, the increase was considerably better. Our group travel business was up 50% last year and is up 70% this year.

"Americans, of course, are not the only people who are traveling more. The increase in the number of Europeans crossing national boundaries has been phenomenal. In 1968 this 'cross-border' tourism generated receipts estimated at $5.3 billion in Western Europe."

Clark said that to meet demands by such tourists a travelers' check drawn in an important, widely acceptable European currency was launched in 1969 in cooperation with leading Swiss banks—the American Express Swiss Franc Travelers Cheque. Also, he noted that American Express now has six cards issued in European currencies, the latest being a Dutch guilder card inaugurated recently.

XUM

House unit hears 210 on trade

More than 210 witnesses appeared before the House Ways and Means Committee to give testimony to this Congressional unit in trade and tariff hearings that began May 11.

After the lead-off appearances by five Cabinet officers and the President's Special Representative for Trade Negotiations, the Committee, under the Chairmanship of Rep. Wilbur D. Mills of Arkansas, heard from fellow Members of Congress and spokesmen for companies, banks and other business enterprises, labor unions and councils, industrial and commercial associations, farm groups, foreign trade societies, civic chambers and other units.

The final scheduled witness was to be Secretary of Commerce Maurice H. Stans, who requested a June 18 return appearance in order to report on the progress of international textile negotiations. This appearance was postponed upon the announcement of meetings in Washington beginning June 22 between Secretary Stans and Japanese Minister of International Trade and Industry Kiichi Miyazawa on the textile import question. The Secretary will now appear after he concludes his meetings with the Japanese Minister.

The hearings were given an added note of public attention when a Committee member, Rep. John W. Byrnes of Wisconsin, characterized one witness as improperly maintaining that he spoke for a number of U.S. businesses when in reality, Rep. Byrnes said, he was representing the Japanese Government.

The reference was to Nelson A. Stitt, director of the United States-Japan Trade Council. The council has published a number of pamphlets touching on foreign trade issues, with wide circulation in the United States, and has presented its views before a number of U.S. foreign trade organizations.

Rep. Byrnes declared that "evidence indicates the council is really a front organization for the Japanese Embassy and Government," even while it lists hundreds of U.S. business members on its roll.

He pointed out that the council, according to statements filed with the Justice Department under the Foreign Agents Registration Act, received more than 98% of its financial support from the Japanese Government during the second half of 1969.

"Mr. Stitt's organization showed income of $171,992 from the Japanese Government, via a circuitous route, and only $2,280 in membership dues," Rep. Byrnes remarked.

Stitt was recalled before the Committee and maintained that the council's status as an agent of a foreign government had been apparent on documents he submitted in connection with his testimony. Rep. Byrnes responded with continued concern that the record of the Committee hearings should show this affiliation. It was then agreed by Rep. Byrnes, Chairman Mills and Stitt that the record of Stitt's second appearance be placed in the written proceedings following that of the earlier testimony.

AMA July seminars to cover Australia, Germany, planning

The American Management Assn. has scheduled July orientation seminars on International Long-Range Planning; Operating In and From West Germany, and Maximizing Trade Potential and Business Opportunities in Australia.

The International Planning Session will be held from July 13-15 in New York's Park Sheraton Hotel; the German seminar on July 17 at AMA headquarters in New York; and the Australia briefing from July 29-31 at AMA headquarters.

Write: International Management Assn., c/o AMA, 135 W. 50th St., N.Y. 10020.

U. of Michigan sessions cover representation abroad

International marketing through the use of agents and distributors is the subject of a July 9-10 seminar being sponsored by the Institute for International Commerce at the University of Michigan.

Among the speakers at the Ann Arbor sessions will be Henry LeBlanc, international trade specialist of the Department of Commerce's Detroit Field Office.

Applicants may **write:** Dr. James D. Goodnow, Institute for International Commerce, Graduate School of Business Administration, University of Michigan, Ann Arbor, Mich. 48104.

Export restrictions continued against traders in Germany

Wiesbaden firms, individuals penalized for U.S. violations

The Commerce Department has continued export restrictions against two firms and four individuals in Wiesbaden, Germany for violation of the U.S. Export Control regulations.

The firms are Petroservice International GmbH (PSI) and Caramant Gesellschaft fur Technik und Industrie m.b.H. & Co. K.G. (Caramant). The individuals are Manfred Hardt and Werner Hardt, general manager and assistant general manager, respectively, of Caramant, who were previously connected with PSI, and Michael Schmidt-Sandler, commercial manager of PSI, and Joseph S. Versch, formerly technical director of PSI.

The restrictions are also applicable to Interlignum Establissement, a Liechtenstein firm that owns 98% of PSI shares.

PSI furnishes equipment and technical services for pipelines and for oil and gas producing industries. Caramant trades in metals and electronic equipment and other commodities.

All of the parties have been subject to orders denying U.S. export privileges for previous infractions or suspected infractions of the U.S. export regulations and under the new orders these restrictions will continue. Charges were brought against these parties for alleged violations of the export regulations and of previous denial orders. After a hearing by the Department's Bureau of International Commerce (BIC), it was found that there had been numerous violations.

All respondents in the case are denied export privileges so long as U.S. export controls are in effect. They are prohibited from participating in any transactions involving commodities or technical data exported or to be exported from the United States. After the restrictions have been in effect for several years the parties may apply for restoration of their export privileges.

The U.S. export control regulations provide that without authorization from the Department of Commerce, no party may trade in U.S.-origin commodities or technical data with a party he knows has been denied U.S. export privileges.

U.S. exporters increase share in British market

Demand for our advanced equipment strengthens; purchases of U.K. goods expand sharply

U.S. trade with the United Kingdom, our third largest market and fourth principal supplier, expanded significantly from 1964 to 1969. Exports to Britain grew by nearly one-half, moderately faster than our deliveries to the rest of the world. While imports rose by more than four-fifths, our purchases from other suppliers advanced even more rapidly.

Over the same period, the U.S. share of the U.K. import market climbed by around 2 percentage points to 13.5%, making Britain the only major trading country in which our position improved. Meanwhile, the U.K. portion of our imports declined slightly to just under 6%.

The failure of the British economy to grow as rapidly as those of other industrial countries, partly because of government efforts to correct the nation's balance-of-payments difficulties, dampened the demand for foreign goods. Nevertheless, U.K. imports from the United States advanced strongly, rising more than twice as fast as purchases from other suppliers.

Trade surplus narrows

The rapid expansion in the U.S. economy during these years was principally responsible for the surge in overall imports and the vigorous 86% rise in purchases from the United Kingdom. Our trade surplus with Britain narrowed by almost a quarter of a billion dollars to $214 million last year. U.S. trade data for the first four months of 1970 indicate that our exports to the United Kingdom are continuing to grow more slowly than imports.

In November 1967, the British pound was devalued from $2.80 to $2.40. To preserve and exploit the trade advantage gained by this action, the British Government introduced a series of additional measures designed to curb inflation and restrain imports. Among other steps, it raised the discount rate, tightened installment buying, and imposed a ceiling on most bank lending to the private sector. Public expenditures were reduced, taxes raised, and the incomes policy continued.

In November 1968, an import deposit system was adopted to slow purchases of foreign manufactured goods. The scheme is generally acknowledged to have been only a limited deterrent to imports.

With the gradual relaxation of a number of these measures, including the import deposit requirement, more funds have become available for foreign goods. Moreover, a rise in export prices has offset most of the effects of the devaluation. Over the same period, however, export prices in most other industrial countries have increased even more.

Low price elasticity

Although the depreciation of the pound had the effect of making British imports generally more expensive, it has not been a significant deterrent to U.S. exports. The major part of our sales to Britain consists of goods whose demand changes little in response to price increases. This is especially true for our long range civilian aircraft, technologically advanced goods used in British industry, and military equipment.

Similarly, U.S. imports have not been noticeably stimulated by the devaluation of the pound. In part, this reflects the growing role of British capital goods in our import mix. Moreover, the dollar prices to American buyers for key British goods were either not reduced or were cut by less than the amount of the devaluation.

U.S. exports to the United Kingdom advanced steadily between 1964 and 1969 to a level of $2.3 billion, posting a rise of 46% for the period. Deliveries consisted predominantly of manufactures, sales of which were boosted by vigorous demand for our sophisticated machinery and equipment for the modernization and growth of the British economy. Special category shipments—military items not identified for security reasons—were the most buoyant group, surging from negligible levels to over $300 million in both 1968 and 1969. Other nonagricultural commodities—mostly crude materials and fuels—remained relatively small, while deliveries of farm products to the United Kingdom declined both in relative terms and in value.

Computers were biggest item

Electronic computers and parts were our leading manufactured export to the United Kingdom in 1969. Despite the sizable increase in British computer production, our sales to that market increased by more than 150% to over $100 million. The rise was both marked and continuous except for 1965 when deliveries merely held level. Large scale computers, not made in the United Kingdom, accounted for an important part of these sales, although directly competing types were also marketed there.

Deliveries of professional, scientific, and controlling instruments grew steadily, although only about half as fast as computers. Sales in 1969 exceeded $90 million, including oscilloscopes and other testing equipment, aircraft flight instruments, and medical instruments.

Among the rapidly growing U.S. exports to the United Kingdom were civilian aircraft, parts, and engines. Sales of planes peaked in 1968 and fell sharply last year, pending delivery of the new jumbo jets beginning in 1970. Exports of aircraft parts—for both civilian and mili-

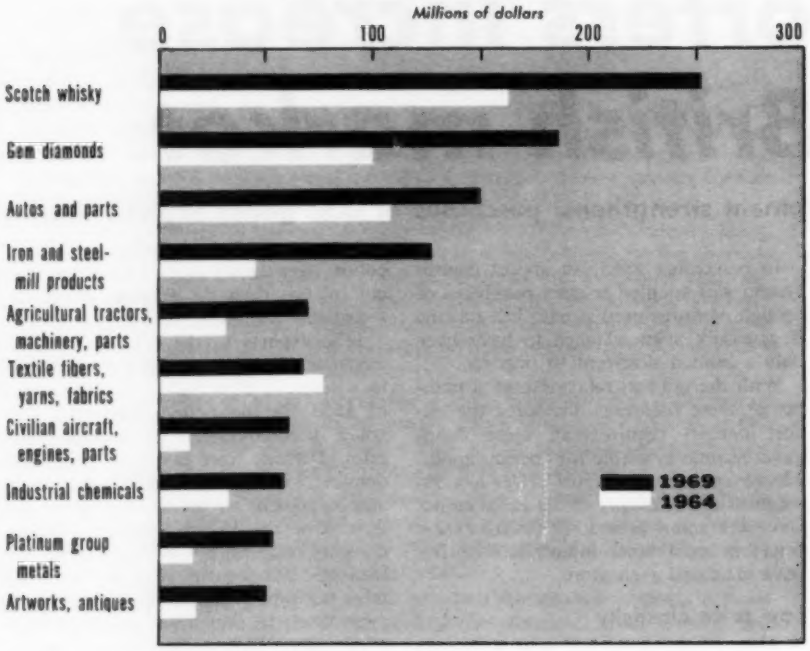
U.S. trade with U.K.

Year	U.S. exports to U.K.	U.S. imports from U.K.
	Millions of dollars	
1964	1,600	1,143
1965	1,643	1,405
1966	1,782	1,786
1967	2,001	1,711
1968	2,289	2,058
1969	2,335	2,121
	Percent change	
1964-69	+46	+86

Source: U.S. Bureau of the Census

XUM

Scotch whisky and gem diamonds lead U.S. imports from United Kingdom



tary craft—followed a similar trend.

Deliveries of chemical elements and compounds grew by nearly two-fifths, in contrast to plastics and resins, which remained virtually static. The British chemical and allied industries, large users of elements and compounds, boosted production by more than a fourth since 1964. At the same time, the output of plastics and resins increased even more, thus alleviating the need for imports.

Also among leading gainers was telecommunications apparatus, nearly two-thirds of it consisting of electronic navigational aids and electronic search and detection appartaus, including radar. The increase in U.S. deliveries was concentrated in the latter part of the period. In semiconductors, the rise in sales was exceptional. Starting from only $6 million in 1964, shipments of these components surged to more than $30 million last year.

Our exports of paper and manufactures increased only modestly for the period as a whole, reflecting several poor sales years in mid-decade. Wood pulp recorded a faster rate of growth, although it moved more erratically. After advancing by half from 1964 to 1968, shipments declined last year due to a tight supply situation in the United States. A sharp drop in quantity exported was partially offset by a rise in prices.

The value of our agricultural shipments advanced to $470 million in 1966, partly due to a reduced wheat crop in the United Kingdom. They fell by nearly one-fifth for the period as a whole, however, principally because of smaller grain movements. Sales of unmanufactured tobacco, the principal farm export, moved counter to the overall decline in recording a gain of one-fourth. The United Kingdom is the principal market for U.S. tobacco, reflecting the decided British preference for the Virginia flue-cured variety.

Corn shipments decline

Corn shipments declined from 1967 onward as the British substituted EEC-subsidized wheat and barley in animal feeding. According to U.K. sources, imports of corn were higher than indicated by U.S. statistics because of transshipments through Canada, the Netherlands, and Belgium. In 1969 alone, the value of such transshipments amounted to around $42 million. U.S. deliveries of wheat also fell, largely because of competition from other suppliers. Rice shipments, on the other hand, climbed appreciably, though their value remained relatively small.

Meanwhile, the decline in cotton textile manufacturing in the United Kingdom, because of the increased use of manmade fibers, adversely affected our shipments of cotton. Consumption of cotton in British spinning mills dropped markedly during this period. Another factor retarding these exports was the tightness in the U.S. supply of certain types of cotton because of reduced production.

Exports of fruits and vegetables fell sharply after reaching higher levels about midway through the period. Meat and meat preparations followed a similar pattern, while lard shipments dropped precipitously in the face of subsidized sales from EEC sources.

U.S. import pattern changes

Since 1964, our imports from Britain increased by a billion dollars to $2.1 billion last year. During this period, our purchases tended to shift from consumer goods and industrial materials to capital equipment. As the only group expanding its share, capital goods rose sharply to 22% of the inflow. In contrast to their increasing role in overall U.S. imports, consumer items declined to just over a third of the total from the United Kingdom, compared with two-fifths five years earlier. Industrial supplies and materials dropped slightly to one-fifth of the import mix, while foods and beverages also showed a small relative decline.

Imports from the United Kingdom were highly concentrated. Four products —Scotch whisky and gem diamonds, the biggest gainers since 1964, and autos and iron and steel-mill products—accounted for a third of the total in 1969.

Our purchases of Scotch whisky, the leading item in this trade, amounted to a quarter of a billion dollars last year. These entries increased moderately until 1968 when they showed a sharp advance, largely in anticipation of the dockstrike at U.S. East and Gulf Coast ports. In 1969, they declined from the abnormally high levels of the preceding year. For some time, American consumers have indicated a growing preference for Scotch. One out of seven gallons of whisky sold is Scotch compared with one out of fourteen in 1957. Half of Britain's exports of this whisky goes to the United States.

Purchases of gem diamonds kept pace with the strong general advance in goods received from Britain, continuing to account for one-twelfth of the total. These stones originate in Africa but they are regularly sorted and parcelled in England and sometimes cut and polished prior to export.

The U.K. sales performance in autos

has been relatively poor in recent years. Although car imports rose to $150 million in 1969, for a gain of two-fifths, they lagged behind the increase in other purchases from the United Kingdom. Moreover, over the same period, the British share of foreign-type cars sold here dropped from 17% to 4%. Vigorous competition from German and especially Japanese products was responsible for this loss in market standing.

Steel imports climb

In contrast, British iron and steel-mill products enlarged their share of our total purchases from foreign sources. The inflow from the United Kingdom last year —mainly plates, sheets, angles, and shapes—was two and one-half times the 1964 level. Heavy buying as a precaution against a threatened steel strike brought a jump in imports in 1968, followed by a substantial decline in 1969. The reduction reflected decreased availability of steel due to a strike in British mills and increased demands of other customers.

Nonelectric machinery comprised the bulk of U.S. capital goods imports from the United Kingdom. Our purchases of this machinery advanced each year to reach $350 million by 1969, though the gains in the two preceding years were only nominal. The products comprising this group of imports were widely dispersed. Chief among them was farm machinery, which more than doubled by last year, after reaching higher levels earlier in the period. This commodity consisted predominantly of tractor parts for assembly by two North American firms which also have plants in Britain.

Machine tools and metalworking machinery were among the fast growers in our imports of machinery, increasing over threefold despite tapering off after 1967. Our purchases of business machines more than doubled to $25 million. Textile machinery and industrial sewing machines were also expansive imports. Pumps and centrifuges and especially materials handling equipment from Britain found growing markets in this country.

Best customer for aircraft

The United States has been the United Kingdom's best customer for aircraft. Imports of civilian planes—largely executive jets—parts, and engines amounted to $62 million in 1969, nearly four times their level five years earlier, although well below their 1966 peak.

Among other leading imports were industrial chemicals. The inflow of these products neared $60 million, roughly double their value at the start of the period.

Leading U.S. exports to United Kingdom

Commodity	1964 $ millions	1969 $ millions	Change, 1964-69 Percent
Total	**1,600**	**2,335**	**+ 46**
Tobacco, unmanufactured	117	147	+ 26
Electronic computers and parts	41	104	+154
Professional, scientific, and controlling instruments	54	92	+ 70
Civilian aircraft and aircraft parts and engines	26	84	+223
Corn	89	71	— 20
Chemical elements and compounds	52	71	+ 37
Telecommunications apparatus	23	69	+200
Paper and manufactures	45	55	+ 22
Plastic materials and synthetic resins	47	51	+ 9
Wood pulp	27	37	+ 37
Sound recorders and reproducers	10	34	+240
Fruits, nuts, and vegetables	39	33	— 15
Semiconductors and parts	6	31	+417
Textiles, other than clothing	32	30	— 6
Photographic equipment and supplies	17	28	+ 65
Printed matter	22	28	+ 27
Nonferrous ores and scrap	18	26	+ 44
Petroleum products	23	21	— 9

Source: U.S. Bureau of the Census

Artworks and antiques surged to $50 million by 1969. Antiques and, to a lesser extent, paintings comprised virtually the entire amount. Our purchases of motorcycles were buoyant early in the period but then slipped. Nevertheless, last year's level was nearly 50% greater than in 1964. British record changers and turntables did well in the United States, benefitting from extensive advertising and a reputation for good performance.

Over the same period, our imports of textiles—fibers, yarns, and fabrics—fell by nearly a fourth as other suppliers intensified their activities on the U.S. market. Clothing, on the other hand, rose by more than half as British woolens, particularly, and other high quality apparel found increasing favor among consumers in this country.

World Bank aids projects in Liberia, Zambia, Congo (K)

The World Bank group has provided the equivalent of $18.65 million to development projects in Liberia, Zambia and the Congo (K).

A loan of $7.4 million will aid the expansion of electric power in Liberia, and a loan of $5.5 million will go to a commercial farming project in Zambia. The Bank's affiliates, the International Development Association (IDA) and the International Finance Corporation (IFC), are providing $5.75 million for Societe Congolaise de Financement du Developpement (SOCOFIDE), a newly established development finance company in the Congo (Kinshasa) which will assist the development of private industry.

The loan to Liberia will help that nation's Public Utilities Authority (PUA) add 47 megawatts of new capacity to its system, which, together with a 15-megawatt unit already on order, will nearly double generating capacity.

Commercial crop cultivation in Zambia has been undertaken mostly by non-Zambian farmers. Their numbers have declined in recent years, with a consequent reduction in output, at a time when Zambia needs an increased supply of maize, and when there are good prospects for increasing its exports of flue-cured tobacco. The project being aided by the Bank is designed to train and settle Zambians on commercial farms.

SOCOFIDE will make medium and long-term loans to productive private enterprises in the Congo, primarily to manufacturing and processing industries. In addition, it may make equity investments, underwrite securities, provide guarantees, or combine any of these operations.

The IDA credit of $5 million, to cover foreign exchange costs of projects financed by SOCOFIDE, will be extended to the Democratic Republic of the Congo.

FOREIGN COMMERCE CLUB of New York got an "E" from, at left, Arthur C. Rutzen, Director, Commerce N.Y. Field Office, seen with club president Peter E. Edwards and club official John T. Cassidy. With N.W. Controls award are, above, firm president H. E. Shontz and vice-president Edward L. Shontz, Commerce Philadelphia Field Office Director Henry J. Dempsey, and Rep. R. Lawrence Coughlin.

Five 'E's hoisted in four states

In recognition of activities in exporting and export services, the five companies and organizations pictured here have been awarded Presidential "E" and "E" Star citations. The "E" Star is a new award presented to previous recipients of the "E" award for their continuing endeavors in overseas marketing.

Receiving "E" Star awards were Seald-Sweet Sales, Inc., Tampa, Fla., citrus fruit and products exporter; and the Alox Corp., Niagara Falls, N.Y., manufacturer of oil additives and corrosion and rust preventatives.

"E" awards were presented to the Foreign Commerce Club of New York, an organization promoting exports; the Maryland National Bank, Baltimore, a financial institution promoting U.S. sales overseas; and N. W. Controls, Inc., Vernfield, Pa., producer of remote control cables for use on boats, snowmobiles and farm equipment.

MARYLAND NAT'L BANK ceremony brought together, at left, Federal Maritime Commission Chairman Helen D. Bentley, bank president Tilton H. Dobbin, and Maryland Sen. Charles McC. Mathias. Seald-Sweet Sales group, below left, has Howard N. Baron, the firm's int'l manager; Florida Senators Edward J. Gurney and Spessard L. Holland, and Seald-Sweet gen. mgr. John T. Lesley. Alox Corp. group, below right, has Rep. Henry Smith, REEC leader Theodore Dillaway and Alox pres. Clarence Weltman.

First two fall specialized missions will go to Europe in September

EDP group to visit western countries and instrumentation group, eastern; application deadlines, July 8 and 15

Two trade missions—one specializing in electronic data processing and the other in advanced instrumentation—are being organized by the Commerce Department to go abroad in September.

These specialized missions are the first to be announced for the second half of 1970, under the Department's fall program.

The EDP group will seek markets in Western Europe; the instrumentation specialists, in Eastern Europe. U.S. companies interested in participating in either of these Government-sponsored missions are invited to apply. For the EDP group, the deadline is July 8 and for the instrumentation group, July 15.

EDP firms depart Sept. 11

The two-week schedule for the EDP specialists calls for an orientation seminar in Washington on Sept. 11 just before departure. The group will explore markets in Brussels and Antwerp in Belgium, and Amsterdam and Rotterdam in the Netherlands. The agenda for some members may include individual business appointments in other Belgian and Dutch cities, and, possibly, Luxembourg.

Market research and a preliminary survey of U.S. companies indicate a good potential in Belgium and the Netherlands, even though EDP is already being used widely in both countries and despite the fact that competition has to be overcome against suppliers from third countries as well as U.S. companies already firmly established in Europe. This opinion is shared by our commercial attaches in Belgium and the Netherlands.

Instrumentation unit goes Sept. 13

For the mission specializing in advanced instrumentation, the present schedule calls for stops in Warsaw, Prague, Budapest, and Bucharest Sept. 13-26. Firms whose products are in categories covered by the following Standard Industrial Classification numbers are invited to participate: SIC-3611, 36626, 3693, 3811, 3821, 3822, and 38311. Some of the products in these categories are:

Laboratory and scientific, geophysical, surveying, and drafting instruments; automatic temperature controls; optical instruments, elements and lenses; instruments for measuring, detecting, testing and for controlling nonelectric quantities; x-ray and gamma ray equipment; electromedical and electro-therapeutic apparatus; electrical measuring, testing, indicating and/or recording instruments and equipment; and, aircraft flight, nautical and navigational instruments.

Pay own travel costs

For each mission, the members—limited to 12 businessmen—will be doing business for their own firms. While members pay their own travel expenses, all organizational and operational costs will be paid by the Department. Commerce will carry out advance work in the target area overseas through a seasoned trade specialist and, later, will provide a senior official to serve as Mission Director. Before the group's arrival, a program for its activities will be established, including arrangements for the members to meet with the principal users of their products and/or services in the area through which they plan to travel.

U.S. companies interested in either of these Government-sponsored missions are invited to **write:** Trade Missions Division, BIC-926, U.S. Department of Commerce, Washington, D.C. 20230; or phone collect, for the EDP mission, Paul Mayer, 202-967-2232 and for the instrumentation mission, Sam Cerrato, 202-967-3904.

Under the Department's specialized trade missions program, for which each group consists of experts within a narrow range of related products or services, two earlier EDP missions have been sent abroad. The first went to Germany in the spring of last year; the second, to the United Kingdom last fall. For each of the missions, the participants estimated that business resulting from the tour would reach some $1.7 million in the next 12 months.

The Eastern European business tour now being announced is the first official Commerce mission to specialize in instrumentation.

EXPORTING FROM THE DAKOTAS was the subject of two meetings last month, one at Fargo and another at Sioux Falls, sponsored by the Upper Midwest Regional Export Expansion Council, whose chairman, Eugene F. Kindler of the 3M Co., St. Paul, Minn., is at right. Tom Lilley (left) of the Export-Import Bank, Washington, addressed both meetings. South Dakota's Governor Frank Farrar is pictured, at the Sioux Falls meeting; North Dakota's Governor William Guy welcomed businessmen to the Fargo session.

XUM

Milan Trade Center staging fall show of lasers and electro-optics

Italy authorized expenditures of $100 million for research, development; show coincides with BIAS, U.S. computer display

Italy's growing economy has stimulated a rapid rise in research and development activities and broadened the market for American laser and complementary equipment.

To assist U.S. companies in this market, the U.S. Department of Commerce will stage a display of lasers and electro-optical equipment at the U.S. Trade Center on the Milan fairgrounds from Nov. 20-26.

The U.S. Trade Center event will coincide with Italy's Biennial International Instrumentation and Automation Show, also held on the Milan fairgrounds and where the Commerce Department will sponsor an exhibition of computer terminals and peripheral equipment. The 1968 BIAS show attracted more than 54,000 visitors with nearly 10,000 attending from outside Italy.

Market research conducted for the Commerce Department's Bureau of International Commerce shows that Italy is experiencing a steady growth in the use of laser and electro-optical equipment. It also indicates that Italian laser output is limited and technologically inferior to U.S. products.

The main market for this equipment in Italy is the research institution. To supplement the research and development activities of private industry, the Italian Government is reported to have authorized expenditures of over $100 million in this area. In addition to approximately 800 Government and university laboratories, there are another 1,000 medical laboratories and 7,000 private research laboratories in Italy.

Research reveals the industries currently showing the most interest in lasers and electro-optical equipment are electronics, telecommunications, and machining.

Laser instruments also are being purchased for use in subway building, tunneling, sewer pipe installation, and other constructon engineering applications.

The market research indicates a number of product categories with good sales potential in Italy. Among them are:

Lasers—gas ion lasers, solid state lasers, low power pulse lasers, DC excited lasers, argon lasers, CO2 lasers, helium-neon lasers, ruby lasers, laser interferometers, neodymium lasers and YAG lasers.

Laser systems—laser alignment systems, laser microscopes and opthalmoscopes, microwelding systems, laser driller systems, range-finders, and laser communications systems.

Electro-optical equipment and supplies —fiber optics, educational laser demonstration kits, cells and polarizers, photomultipliers, pulsers and radiation systems, inert gas pulse generators, infra-red equipment, photo measurement systems, power suppliers, portable photomoters.

Other laser and electro-optical components—laser rods and crystals, resonant reflectors, optical components for holography, mirrors and coatings, crystal and Q switches, second generation flash tubes, prisms, laser cooling equipment, arc lamps, photodiodes, flash lamps, power meters and light instruments.

The November exhibition at the U.S. Trade Center in Milan will be preceded by an extensive market promotion campaign to assure maximum attendance of qualified buyers and agents.

The first laser equipment exhibition staged by the Commerce Department at a U.S. Trade Center was held in Frankfurt in December 1968. The 29 exhibitors reported first-year sales of more than $2.2 million.

Laser equipment was on display at the premiere exhibition at the new U.S. Trade Center in Paris in November 1969. The 41 participants recorded $187,000 in floor sales and estimated their first year sales would approach $4.3 million.

American manufacturers interested in the Commerce Department exhibition of laser and complementary equipment in the U.S. Trade Center in Milan Nov. 20-26 may obtain an Exhibitors Export Market Guide, IMIS 70-24, and further information from the U.S. Department of Commerce, BIC-944, Washington, D.C. 20230 (202-967-3944) or from any of the 42 Commerce Field Offices.

Montreal will host first large-scale computer show scheduled in Canada

The Canadian Information Processing Society will sponsor the Canadian Computer Show Sept. 14-16 at Montreal's Place Bonaventure. This will be the first exhibition of its kind in Canada and will be held yearly.

American manufacturers and distributors may mount displays in the show which will feature all types of data processing and computer equipment including peripheral hardware and software, services, and equipment allied to the industry.

Canada's market is now annually over the $250 million mark. Computer installations have grown from just over 1,000 in 1967 to currently nearly 2,000.

An audience of over 5,000 technical, operating and managerial visitors is expected from industry, government, education and the professions. For additional information on the exhibition and the conference planned to accompany it, contact: Industrial Trade Shows of Canada, 481 University Ave., Toronto 2, Ontario.

Import exhibition scheduled in Berlin this summer

Partners in Progress, an international trade fair planned for Berlin Aug. 25-31, will concentrate on the promotion of imports.

Participants from Asia, Latin America, Africa, the Far East and the South Pacific have already been invited. This year, Partners in Progress will be staged separately from the German Industries Fair which has traditionally been held simultaneously with the overseas import fair.

American companies interested in entering or expanding their efforts in the German market should contact the fair's organizer: ADB Ausstellungs-Dienst Berlin, 1 Berlin 30, Keithstr. 2-4, Federal Republic of Germany.

New dates announced for commercial show in Taiwan

New dates have been announced for a Commerce-sponsored exhibition of equipment for business and industry in Taiwan. The dates have been changed from Nov. 16-21 to Nov. 30-Dec. 5. Further information on the Taiwan show is available from Don Schmadel; call 202-967-5286.

Sales of $1.6 million projected at German servo-systems show

Servo mechanism systems and components were displayed at the U.S. Trade Center in Frankfurt May 20-22 by 19 American companies. When the show ended, $1.6 million in first year orders were projected.

A two-day symposium accompanying the exhibition drew standing room only crowds at its several sessions while the three-day show registered 508 qualified visitors. Representing 27 U.S. manufacturers, the participants booked more than $25,000 in floor sales.

The exhibition included three firms entering the German market for the first time and four companies interested in contacting possible representatives. As the exhibition closed, negotiations with eight candidates were in progress.

Negotiations underway

Negotiating with three prospective agents and projecting $60,000 in first year orders was Industrial Measurements & Controls, a division of International Rectifier Corp., Pomona, Calif. Exhibiting for the first time in Germany, the firm displayed analyzers, plotters and meters and wrote $8,000 in sales at the show. The firm also introduced its PDQ Meter for the continuous flow measurement of hydraulic fluids, consisting of an electronic read-out unit and flow meter.

Other exhibitors in the servo systems show were: Aeroflex Laboratories, Inc., Plainview, L.I.; Airpax Electronics, Fort Lauderdale, Fla.; Bowmar Instrument Corp., Fort Wayne, Ind.; Electro-Craft Corp., Hopkins, Minn.; Fairchild Controls, Hicksville, N.Y.; Hydratech, Pegasus Division, Troy, Mich.; Inland Motor Corp. of Virginia, Radford, Va.; Litton Precision Products International, Beverly Hills, Calif.; Megatron, Inc., Munich, for Keltron Corp., PIC Design Corp., Rotamec, Inc., and Voak Engineering;

Melcor Electronics Corp., Farmingdale, Long Island; Moog, Inc., East Aurora, N.Y.; North Atlantic Industries Inc., Plainview, N.Y.; Scientific-Atlanta, Inc., Atlanta, Ga.; Singer-General Precision, Inc., Kearfott Division, Little Falls, N.J.; Teledyne Philbrick/Nexus Research, Dedham, Mass.; Vernitron Corp., Deer Park, Long Island; Westamp, Inc., Santa Monica, Calif.; Weston-Transicoil, Worcester, Pa.

ESTIMATING THE NEEDS OF A CUSTOMER is Robert J. Sullivan, director of Fairchild Controls in Switzerland. Below, a servo-system designed by Westamp, Inc., is explained to visitors at the exhibition in Frankfurt.

NEGOTIATING SALES of servovalves by Moog, Inc., below, is a trade visitor. The U.S. Trade Center show in Frankfurt attracted 508 business representatives from the German and surrounding market areas.

XUM

ABOUT TO TURN THE DIAL on a piece of advanced equipment by Julie Research Laboratories Inc., is J. M. Davies of Julie Research. Below, British representatives visit the Norton International booth.

U.S. exhibit in IEA scores: $10 million sales results seen

Commerce sponsors 47 firms in London trade fair; 4,219 visit

A $10 million potential is forecast by the 47 American companies that joined in the Commerce-sponsored exhibition at the Instrumentation, Electronic and Automation Exhibition (IEA) in London May 11-16.

With floor sales of $540,273, projected 12-month orders of $6 million and negotiations continuing on additional sales, total sales may reach $10 million.

The U.S. exhibit, one of several mounted by overseas governments and organizations in the biennial event, registered 4,219 qualified buyers. More than 950 companies mounted displays in the show drawing visitors from 29 nations. Commerce also sponsored exhibitions in both the 1966 and 1968 IEA fairs.

Agency seeking

Six U.S. firms were seeking overseas representatives through the show and three were signed. Three of the companies were negotiating with 14 prospective candidates at its end.

Estimating $1.2 million in sales in

COMPARING THE BROCHURE TO THE DISPLAY EQUIPMENT is one of the 4,219 visitors at IEA May 11-16. On the left is the Sangamo Electric Co. booth, and on the right, API Instrument Co., where discussions on meter relays are in progress. The show closed with a potential of $10 million in first year sales.

Britain in the next year resulting from IEA is Esterline Corp., New York. The firm exhibited products from four of its divisions and wrote $360,000 in floor contracts; one contract concluded was valued at $200,000. Esterline officials are now negotiating a contract in the U.K. valued at $3 million and one in Spain for similar material. Four agency candidates for Esterline's relays and scoring systems are also under review.

Analog Devices, Inc., Cambridge, Mass., projects 12-month orders of $500,000. The firm exhibited amplifiers, power supply converters and accessories.

Entering the British market for the first time, Electronic Modules Corp. of Timonium, Md. is projecting $200,000 in orders for the next year. Estimating between $150-$200,000, the Raytheon Co., Lexington, Mass., displayed a central processor and a magnetic tape unit disc.

Several American companies are anticipating between $100-$150,000 in sales based on contacts from the show. They include Industrial Measurement & Controls, Pomona, Calif., with $150,000; Wang Laboratories, Inc., Tewksbury, Mass., with $150,000; Teradyne, Inc., Boston, with $140,000; and Julie Research Laboratories, Inc., New York, with $120,000.

Trans World Airlines, Inc., New York, was represented at the exhibition through a MarketAir Export Service Center and anticipates sales over the next year of $120,000.

IEA exhibitors

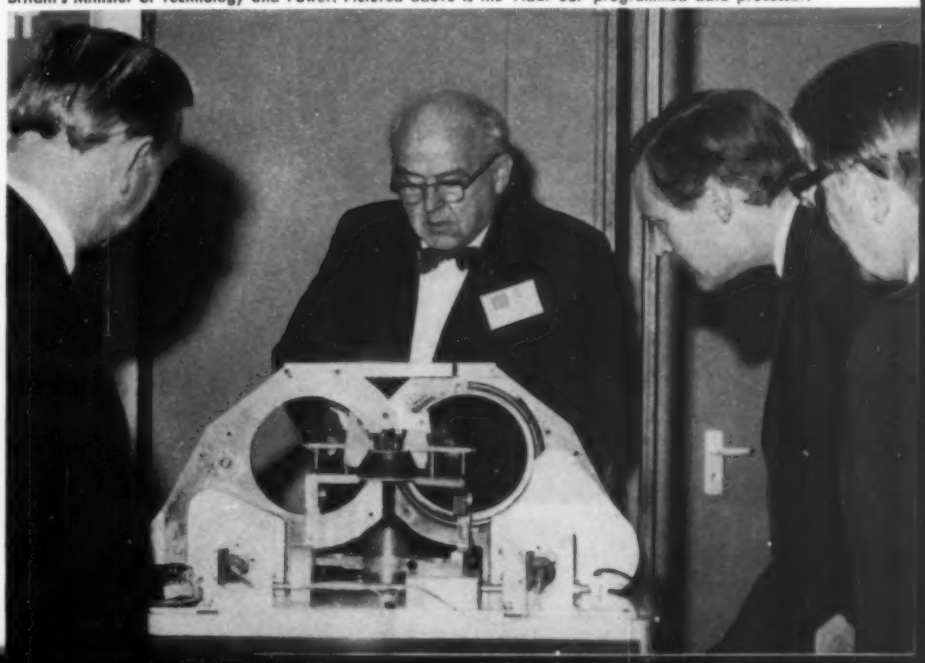
Other participating U.S. companies in IEA were: Alpha Metals, Inc., Jersey City, N.J.; BTU Engineering Corp., Waltham, Mass.; Barnes Engineering Co., Stamford, Conn.; Bell & Howell, Chicago; Bird Electronic Corp., Solon, Ohio; Bishop Graphics, Inc., North Hollywood, Calif.; Brauner Export Co., Inc., St. Louis representing Watlow Electric Manufacturing Co., and Hysol Division of the Dexter Corp., Olean, N.Y.; Burr-Brown Research Corp., Tucson, Ariz.; California Computer Products Inc., Anaheim, Calif.; Coil Winding Equipment Co., Oyster Bay, N.Y.

Computer Automations, Inc., Newport Beach, Calif.; DDC, Division of Solid State, Hicksville, N.Y.; Disc Instruments, Inc., Santa Ana, Calif., in joint participation with Finnigan Instruments Ltd., Palo Alto, Calif.; Durant Manufacturing Co., Milwaukee; E-H Research Laboratories, Inc., Oakland, Calif.; Ellison Instrument Division, Dieterich Standard Corp., New Buffalo, Mich.; Exactel Instrument Co., Division of Statham Instruments, Inc., Oxnard, Calif.; John Fluke Manufacturing Co., Inc., Seattle; General Electric Co., I.G.E. Export Division, New York; Hamilton Watch Co., Lancaster, Pa.; Keithley Instruments, Inc., Cleveland; Luft Instruments, Inc., Lincoln, Mass.

Norton International, Inc., Worcester, Mass.; Polarad Electronics Instruments Division, Lake Success, N.Y.; RFL Industries, Inc., Boonton, N.J.; Rocke International Co., New York, representing ten U.S. companies; Sangamo Electric Co., Springfield, Ill.; Sims-Worms International, Ltd., Los Angeles; Sola Basic Industries, Milwaukee; Terminal Radio International Ltd., New York, representing Federal Scientific Corp., New York; United Electric Control Co., Cheshire, Conn.; Vidar Corp., Mountain View, Calif.; Wiltron Co., Palo Alto.

FOR PICTURES ON THE MOON, the camera Assistant Secretary of Commerce Kenneth N. Davis is holding is the one to take. Three Sims-Worms officials and Davis, visiting IEA during a TWA MarketAir Trade Mission which he led, inspect a model of the Westinghouse Lunar Camera. Sims-Worms is the British agent for Westinghouse. (For details of the TWA MarketAir Trade Mission, see story beginning on page 2.)

COIL WINDING EQUIPMENT displayed by the firm's president, H. A. George, below, is demonstrated for Britain's Minister of Technology and Power. Pictured above is the Vidar 667 programmed data processor.



XUM

Growing French transducer market offers new opportunities for American exporters

Paris Trade Center will host display aimed at $10 million market expanding at 20% annually; U.S. maintains 60% share of sales

The rapid growth in the use of transducers by French industry, coupled with government plans to encourage industrial improvement and expansion, is enhancing the market for U.S. transducer manufacturers.

These American companies will be given an opportunity to enter or widen their sales activities in the French market through an exhibition of transducers sponsored by the U.S. Department of Commerce at the U.S. Trade Center in Paris Dec. 1-5.

Market research compiled for the Department's Bureau of International Commerce reveals that the transducers market in France is approaching $10 million annually and has been growing at the rate of 20% a year.

At the present time, according to the study, American-made transducers sales account for 60% of the French market

There are 12 French manufacturers of transducers, five of which make units directly competitive with the U.S. products. Two German firms have a small share of the lower priced industrial market.

Continued growth of the French transducer market is expected with some of the stimulus provided by the government's sixth development plan. Covering the period from 1971 through 1975, one of the plan's main targets will be the modernization, restructuring and enlargement of French industry. The development plan also is expected to result in an increase in industrial, governmental and university research and development activities.

Market studies

The research indicates American-made transducers are used in a broad range of French industry both public and private, including aerospace; governmental and university research, oceanography; pollution control programs for air, water and noise; electric power; automotive; railroads; computers; petroleum and petrochemicals; iron and steel; shipbuilding; breweries and distilleries; pharmaceuticals; paper and pulp producers, and the building trades.

BIC's report indicates a substantial demand for the following types of transducers: pressure, displacement, acceleration, stress, temperature, linear, mobility, humidity, sound, ultrasonic, thin film, medical, angular, force, pull and resistance.

The study also disclosed that the French industry is interested in radiation detection, air flow, position, and sub-miniature transducers.

The U.S. Trade Center in London was the site of similar exhibition of transducer equipment in February 1969. The 34 U.S. companies exhibiting their products in the show reported $1.4 million in sales as a result of their participation. Two years ago a transducer equipment exhibition at the U.S. Trade Center in Frankfurt resulted in over $1 million in first year sales for 32 American firms.

U.S. companies interested in the Commerce Department's exhibition of transducers in the U.S. Trade Center in Paris, Dec. 7-11, may obtain additional information and an Exhibitors Export Market Guide, IMIS 70-30, from the U.S. Department of Commerce, BIC-946, Washington, D.C. 20230 (202-967-2434) or any of the Commerce Department's 42 Field Offices.

Semi-annual leather fair scheduled in Offenbach

The 43rd semi-annual International Leather Goods Fair will be held in Offenbach, Federal Republic of Germany, Aug. 29-Sept. 2. Non-German firms may participate in the event through their overseas representatives or directly.

At the February 1970 fair, 498 companies were representing 11 nations. Products appearing promising for American leather goods firms are small goods and leather machinery and accessories.

Dates for the 1971 leather goods fairs have also been announced: Feb. 27-Mar. 4, and Aug. 28-Sept. 1.

For additional information on future leather goods fairs, write: Offenbacher Messegesellschaft mbH, Offenbach, Kaiserstrasse 108, or the fair's American representative, the German-American Chamber of Commerce, 666 5th Ave., New York, N.Y.

SAILING ON THE FLOOR of the Beirut Sample Display Center operated by the U.S. Department of Commerce during a recent exhibit by seven American firms is the "Sea-Swinger", a fiberglass molded-hull sailboat by Siltronics, Inc. The Sample Display Service was organized to introduce U.S. products overseas and seek representatives for the goods. Potential sales are now seen in Beirut for games and amusement machines, domestic and commercial light kitchen appliances, packaging machinery and equipment, medical equipment and scientific equipment. Pictured above are Mrs. A. Kawati of the Center; a Lebanese businessman; the left of the "Sea-Swinger" is Charles Boehm, Director of Commerce's Export Services; on the right are Joe Lill, Commercial Attache in Lebanon and R. Jabbour, manager of the Beirut Display Center.

Malaysia in export upturn

Trade-oriented economy has new vigor after sharp rise in value of foreign sales in 1969

The 1969 output of the Malaysian economy increased sharply in value and the balance of payments took a strong turn for the better according to the semi-annual Economic Trends Report from the U.S. Embassy in Kuala Lumpur.

These developments resulted from a strong and sustained growth in production for export combined with unusually favorable export prices. They are particularly striking in view of the racial clashes that rocked Kuala Lumpur in May 1969, and demonstrate the resiliency of Malaysia's economy in the face of a decline in business confidence. The data disclose a continuing sensitivity to world market prices for Malaysian-produced industrial raw materials. They do not fully reveal Malaysia's most pressing economic problem, which is that of income distribution.

Again this year developments in the United States are playing a part in rubber price developments. The deflationary policies now prevailing shape an unfavorable outlook for U.S. demand. The impact of U.S. economic conditions on other major consuming countries, and the expectation of buyers that slackened demand will bring rubber prices to lower levels (inducing postponement of purchases), play their part, as does the outlook for labor problems for U.S. tire manufacturers.

Much less significant in terms of market impact, but a time-honored source of friction between Malaysia and the United States, is the availability of 169,000 tons of surplus rubber in the U.S. Government's strategic stockpile which is to be liquidated. U.S. law obliges the Government to liquidate the surplus so as to prevent avoidable damage to the interests of producers and others. Even so, Malaysia as the leader among producers may, as in the past, associate U.S. stockpile disposals with any unfavorable developments in the rubber market during the period when such disposals are taking place or are contemplated.

Substantial sales and investment opportunities are arising from agricultural programs in both public and private sectors, and will continue to do so for some time to come. The oil palm planting industry is the most striking example. Large new areas now being planted to this crop demand the construction of processing facilities on a rigid schedule. The industry is, moreover, undergoing rapid modernization which will create opportunities for new entrants to the market for extraction machinery, when it can be demonstrated that they promise production economies. It is believed that investors may find it possible to expand the range of factory components produced in Malaysia quite substantially and can compete profitably with traditional suppliers in doing so.

Prospects for rubber processing equipment are circumscribed by better-established supply sources, both domestic and British. However, the large-scale new plantings being undertaken can offer opportunities for processing systems adapted to scale and producing premium grades, especially processing on a contract system embracing marketing agreements.

Large government-operated irrigation and drainage projects for double-cropping rice have stimulated demand for farm machinery, storage and drying facilities, fertilizers, and pesticides. Slightly farther away in point of time are facilities associated with crops which, although already widely planted, are yet in the experimental stage in Malaysia's agricultural diversification program. These include cocoa, tapioca, sorghum, fodders, and maize.

Malaysians seek prosperity

The Malaysian people are passing through a troubled stage in their search for social justice and its economic com-

SLOWLY INCREASING UNEMPLOYMENT and concentration of ethnic Malays in impoverished rural areas is producing difficult political and social problems. Here, an aerial view of downtown Kuala Lumpur.

DISCUSSING IDEAS with Tropical Veneer Co.'s director is Dawson Zaug, right, of Hobe Sound, Fla., consultant to U.S. plywood and veneer firms.

MANAGERIAL KNOWLEDGE IS SHARED through IESC projects. Here, volunteer A. J. Luther lectures Malaysian businessmen on export promotion.

Volunteer U.S. businessmen are helping Malaysian firms

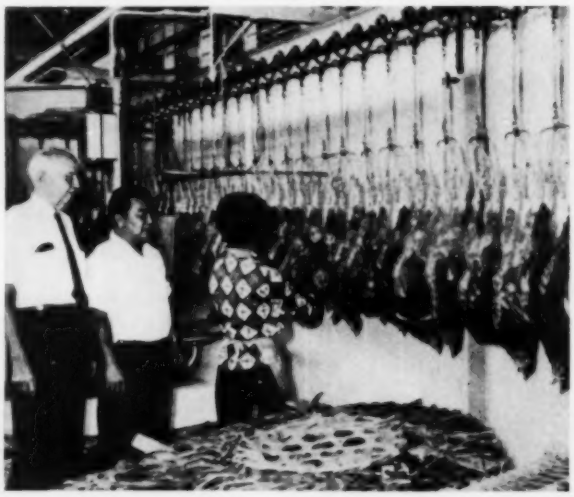
Malaysian industry has received assistance from the International Executive Service Corps on a total of 54 projects to date. Another seven projects are now under way or will be starting shortly. IESC is the New York non-profit organization which provides seasoned U.S. executives (many retired) to share their managerial know-how with enterprises in the developing nations. IESC has served 45 nations, including 11 in Asia.

In 1965 IESC began operations and in 1967 volunteer executives completed the first projects in Malaysia. Of the 54 projects now completed, 42 were in West Malaysia and 12 were in East Malaysia.

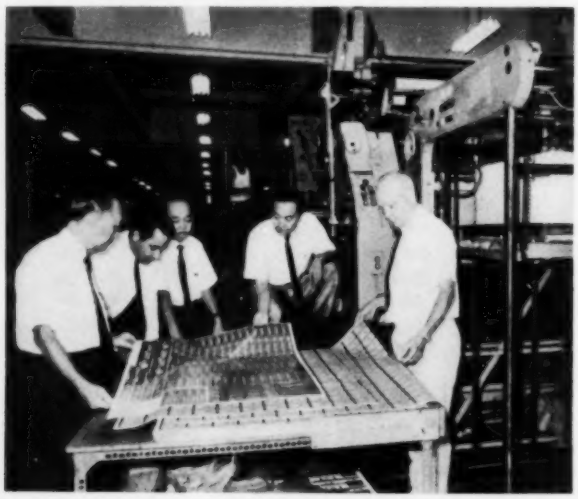
Malaysian industries requesting IESC assistance include: banking and finance; cement, glass, plastic and wood products; food processing; hotels and travel; insurance; mining; petroleum; printing; textile and garment manufacturing; and transportation services.

The International Executive Service Corps was organized by a group of American businessmen to help speed economic growth and strengthen private enterprise in developing countries. While supported in part by the U.S. Agency for International Development, IESC also receives financial sponsorship from over 200 major U.S. corporations, and is managed independently by private businessmen.

AFTER THIRTY-EIGHT YEARS with Armour & Co., Lloyd Woodall of Mountain Home, Ark. helped set up a Malaysian poultry farm and meat plant.



EXPORT SALES received special emphasis from IESC's Charles M. French, right, as he aided Tien Wah Press, a printing and carton manufacturing firm.



ponent, a widely-shared prosperity. The American who enters this picture as a trader, an investor, or a contractor providing special services occupies a special position somewhat sheltered from the uncertainties felt so keenly by many Malaysian people. His contribution—particularly in terms of innovation, access to foreign markets, and effective management—is valued by those in authority and by the public as well. His continuing welcome in Malaysia—so long as he gives full value—is likely, whatever policy changes the years ahead may bring.

The export sector is the mainspring of Malaysia's production performance, accounting as it does for over 40% of GNP. Rubber output, at 1.3 million tons in 1969, exceeded that of the previous year by 15% while export earnings climbed 50%. Local prices averaged 22.8 cents per pound in 1969 as compared with 17.4 in 1968, and stood at 18.5 as of Apr. 30, 1970. The outlook for rubber prices in the months ahead is shaped by continued output increases (although not at the same rate as 1969) and probable slackening in prices with demand in major consuming countries, where a degree of economic slowdown is expected.

Although the output of tin has receded slightly from its record 1968 level, initially because of export restrictions imposed by the International Tin Council, earnings are holding up well because these restrictions successfully controlled an earlier price decline. The stable development of the Malaysian industry depends on the successful negotiation of a Fourth International Tin Agreement to take effect on the expiration of the present Agreement in 1971. Rapid progress in opening up new areas for exploitation could be achieved if the long-standing legal and political tangle surrounding rights to offshore mining and to operations in areas reserved for Malays were unraveled.

Timber, the third most important export commodity, shows prospects of continuing its strong output increase. Output hesitated in 1969 as a result of the political disturbances, but vigorous demand is creating a favorable price outlook.

Oil palm planting is expanding rapidly and is expected to exceed a million acres by 1974 from the current figure of 600,000 to 700,000 acres. Continued output increases of the fourth leading export amounting to about 20% annually are in prospect.

The major agricultural development effort in rice production for the domestic market is aimed at moving from the dependence on foreign sources for a third of the supply of this major staple to self-sufficiency in the early seventies. The production increase of 15.9% to 1,573,645 tons in the 1968-1969 season seems certain to be exceeded by a wide margin in the years immediately ahead, despite setbacks in the Muda River Scheme, a World Bank-assisted project in Kedah and Perlis aimed at bringing 265,000 acres into double-cropping. The first phase, comprising 130,000 acres of which 100,000 are crop land, began to come under controlled irrigation in 1970.

Exchange earnings up

The high export earnings of 1969 were mainly responsible for a record balance of payments surplus in that year—$173 million comparing with the 1968 deficit of $8.5 million. The surplus on merchandise account amounted to $306 million compared with $112 million in 1968. The slump in domestic demand resulted in an increase of only 1.4% in import outlay to $1.2 billion for the year. External reserves reached $921 million (gross) at the end of 1969, compared with $751 million at the end of 1968.

Such strong surpluses are not expected to continue as a more normal combination of conditions reasserts itself. Recovery in investment demand should lead to an increase in imports of machinery and equipment, and a more normal growth in consumption expenditure will be partly channeled into imports of consumer goods.

Slowly rising unemployment

Although Malaysia's per capita income is second only to Singapore's in Southeast Asia and the rate of growth compares favorably with that of other developing countries, there are difficult social and political problems springing from the existence of fairly well-defined disadvantaged groups. A 1967 sample survey found 8.8% of the West Malaysia work force unemployed (includes both "actively seeking employment" and "would accept work if offered") with significantly higher rates among city dwellers and the young.

While these levels are not high by developing country standards, it is significant that the rate is apparently increasing slowly, owing to the economy's incapacity to absorb fully the approximately 200,000 new entrants to the labor force each year. Unemployment is obviously related to a population growth rate exceeding 3% annually, but it will be many years before Malaysia's active private and government family planning programs can have a favorable impact on it. Partial remedies in effect for unemployment include limitations on overtime, reasonable pressure on foreign firms to "Malaysianize" their staff, and encouragement of early retirement by government servants. A controversial program aimed at reserving available jobs for Malaysian citizens is in abeyance.

The other aspect of the income distribution problem is the concentration of ethnic Malays in impoverished rural areas and their underrepresentation among the more prosperous sectors of the community. It has political overtones even sharper than those of unemployment. It had been hoped that growing prosperity would draw the Malay population into the modern economy, gradually reducing the gulf between them and the Chinese; however, it now appears that there has been little or no progress in this direction since independence in 1957. Agricultural development, the spread of education, and the improvement of public facilities in the countryside, by which it was sought to attack the causes of rural poverty, have yet to show significant results in improving incomes. The same can be said of programs which have sought to create jobs and investment opportunities specifically for Malays.

It can be questioned why, with the growth of output exceeding official goals set forth in the First Malaysia Plan (1966-70), unemployment has not diminished according to expectations. The answer seems to lie in the achievement of output growth largely through productivity increases. Investment growth has fallen below projected levels. A 1969 study disclosed an annual expansion of investment in the years 1965-1968 amounting to 3.1%, compared to the Plan target of 4.2%.

Private expenditure demonstrated acute sensitivity to the performance of the export sector, declining sharply with the 1967-68 decline in rubber prices. Public investment, considerably further short of projected goals than was private investment in the same period, was and is adversely affected by the complexity of preparing spending programs capable of attracting foreign assistance on a worthwhile scale, and in implementing projects once approved. Investment spending across the board was severely affected by the May 1969 disturbances. Private investment in 1969 declined by 4.4% from its 1968 level (it was earlier expected to increase by more than 8% on the basis of economic conditions alone), and public investment increased by only 2.9% (as

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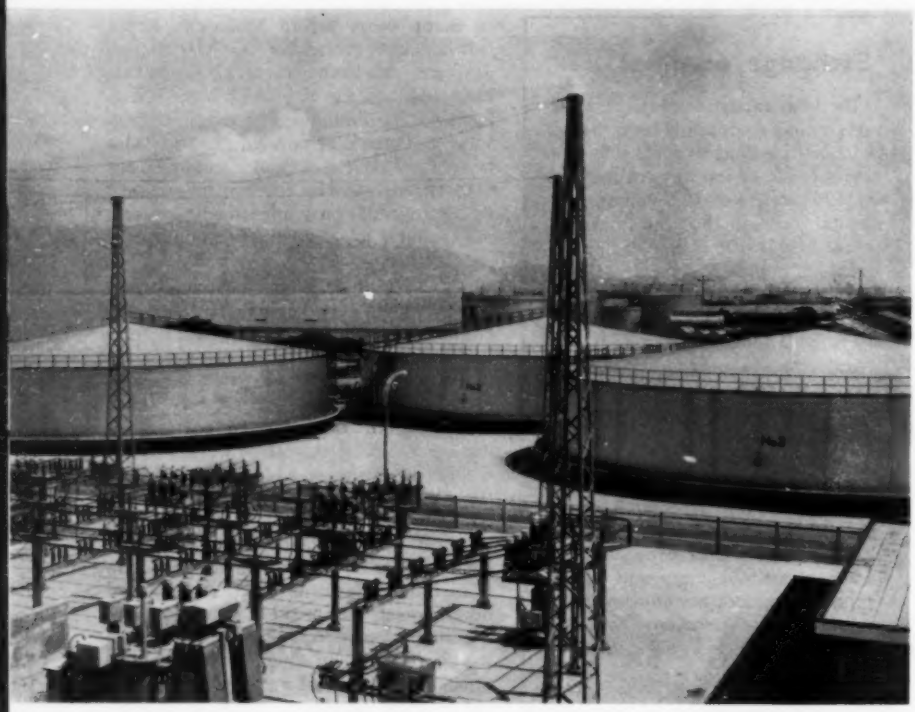

DEVELOPMENT OF AGRO-BASED INDUSTRY is expected to receive high priority in the Development Plan for 1971-75. Some of the power required will be supplied by the Prai Thermal Station in Wellesley Province.

against expectations of 13%) for a total increase of 1.8%.

Following closely on the exhaustive Mid-Term Review, the May 1969 disturbances prompted still another examination of economic strategy, which is continuing in preparation for the Second Malaysia Plan (1971-75). One aspect of the amendment process has been a number of new measures to encourage private investment in manufacturing under the rubric "New Economic Policy." Government machinery at the federal level has been reorganized to make it simpler for prospective investors to obtain decisions on their applications for pioneer status and other forms of incentives, clearances, and licenses. Thought is being given to assisting them also in obtaining land and other facilities from state governments, but no wholly satisfactory solution has been found.

The Capital Investment Committee (CIC), charged with developing industrial strategy, has set priorities on enterprises utilizing Malaysian raw materials (wood products, rubber manufactures), and those that will improve Malaysia's capacity to attract as tourists the greatly increased numbers of visitors expected to arrive in Southeast Asia with the jet age. Incentives are granted to industries which are either labor intensive, prepared to operate in less-developed rural areas, or export-oriented.

Despite the renewed emphasis on industrialization, however, it appears that agriculture will remain the backbone of the economy. Land is the nation's most abundant natural resource; a job can be opened up in agriculture for a significantly smaller investment than one in industry. Upon review, the FMP commitment of public investment funds to agriculture was raised from $355 million to $385 million, or 28.4% of non-security development expenditure. The existing commitment to agriculture, then, points to agro-based industry as the logical focus of an industrialization program in this country.

Larger share for poor

National economic policy deliberations are focusing more sharply than before on narrowing economic gaps among the races (implicitly by increasing the share of the poorest Malays), as an approach to national unity. The Government generally requires investors to represent various racial groups within their labor force in proportions approaching their representation in the Malaysian population. Government funds have backed semi-autonomous institutions to assist Malays set up their own businesses. Additionally, special programs for unemployed youth are being tried, and agricultural development in all its aspects is aimed at poor rural sectors of the population.

Despite numerous policy pronouncements that an increased measure of Government intervention must, if necessary, be accepted in furtherance of social objectives, no departure is expected from the present encouragement of private business through tax incentives, freedom from foreign exchange restriction, facilitative services, and tariff protection.

Foreign private investment, in particular, can make certain contributions in which the Government has a specific interest, for example, modern technical and managerial inputs and access to overseas markets. The Malaysian authorities may reasonably hope, too, that the introduction of modern management and large scale foreign enterprise might help modify the tradition-bound existing pattern which concentrates Chinese in business and industry, Malays in subsistence agriculture, and Indians in the plantation sector.

Despite the recognition that land must play a key part in unlocking Malaysia's productive capacity, there is little evidence that the serious problems in this sphere are on the way to solution. Their effect can be seen chiefly on private investment in mining and agriculture. A deadlock between state and local authorities has prevented exploration and mining of offshore tin-bearing areas adjoining West Coast states since 1967. Restrictions on land use within Malay reservations still seriously impede mining operations there, to the cost of the Malays holding the land, among others.

Mexican caprolactam plant gets boost from Eximbank

The Board of Directors of the Export-Import Bank of the United States has authorized a $5 million loan and a $5 million financial guarantee of a loan by the Morgan Guaranty Trust Co. of New York in favor of Univex, S. A. of Mexico. Proceeds of the loans will finance purchases of U.S. machinery, equipment and services required for construction of a caprolactam plant near Salamanca costing some $41.2 million.

Univex is a private company recently formed to manufacture caprolactam for use in the manufacture of nylon. The plant is expected to have an initial capacity of 40,000 metric tons per year and will supply the requirements of Mexican nylon producers. Arthur G. McKee & Co. will provide design, engineering and construction supervision assisted by the Mexican firm, Bufete Industrial, S. A.

Zambia redoing economy

Most measures aim to limit control by expatriates; mining investors courted

The Zambian Government's increasing participation in the country's economy is the chief feature of the latest Economic Trends Report from the U.S. Embassy in Lusaka.

During the past two years President Kaunda has taken a number of steps to increase the Government's participation in and control of Zambia's economy in order to reorganize the country's economic life along the lines of his man-oriented doctrine of "humanism."

In 1968, in order to overcome the domination of commerce and industry by expatriates, he imposed restrictions on local borrowing by expatriate firms, on remittance of profits overseas, and on the eligibility of expatriates for retailing licenses. He also set in motion the acquisition by the Government-owned Industrial Development Corp. (Indeco) of majority equity interests in 22 firms previously controlled by expatriate and foreign interests.

Government has 51% equity

In August 1969, President Kaunda invited Zambia's major copper producers, the Anglo American and Roan Selection Trust groups of companies, to offer Indeco 51% equity interests in their operating mining companies, with payments to be made by Indeco from future earnings. He stipulated that payments would be based on book value of assets, rather than profitability. With the cooperation of the companies, negotiations were completed in about three months despite the considerable complexities involved. RST and Anglo American retain responsibility for management and sales under long-term contracts.

The new arrangement has led to the reorganization of the corporate structures of the former RST and Anglo American Groups in Zambia; of RST itself, which, if shareholders approve, will become a wholly-owned subsidiary of American Metal Climax; and of Indeco, which has become a wholly-owned subsidiary of a new Government holding company called Zambia Industrial and Mining Corp. (Zimco). Indeco will hold and administer the Government's interests in industrial and commercial firms, and another wholly-owned Zimco subsidiary, Mindeco Ltd., will hold and administer the Government's mining interests. Zimco's mining, industrial, and commercial assets now have a total book value of close to $400 million, almost twenty times the book value of Indeco's assets of $21.4 million at the end of 1967.

Through these and other measures the Government has acquired and is exercising additional means to shape Zambia's future economic development. It is expected that the Government and companies associated with Indeco and Mindeco will eventually transfer their banking accounts from the four foreign-owned commercial banks to the new National Commercial Bank, in which the Bank of Zambia, the central bank, has a controlling interest. After present contracts expire, it is likely that they will obtain petroleum products from Shell-BP and Agip, which have negotiated joint venture arrangements with Indeco, thereby depriving purely private oil companies of access to about 60% of the Zambian market.

Last August, as a means of combatting inflation, President Kaunda directed the Indeco-controlled retail chains to cut prices of fourteen basic consumer goods, forcing private shopkeepers to follow suit. It also appears likely that the retail chains controlled by Indeco will bear the main burden of purchasing and selling Mainland Chinese consumer goods, whose proceeds are reportedly to be used to offset local costs of the railroad connecting Zambia with Dar es Salaam that the Chinese are expected to begin building.

The general effect on the economy of the increasing replacement of competition and the criterion of profitability by policies set and administered by the Government and state-controlled corporations remains to be seen.

Seeks mining investment

In conjunction with the Government's acquisition of controlling interest in the copper mining industry, a tax reform long advocated by the mining companies was introduced. The previous royalty and export taxes, based solely on sales prices and volume of production without regard to costs, have been replaced by a mineral tax of 51% of profits, removing the deterrent to developing low-profit mining operations. In addition to the new mineral tax, mining companies will continue to pay an income tax of 45% of profits after payment of mineral tax, giving a total tax rate of approximately 73% of profits. Furthermore, legislation is pending which would permit the refund of mineral tax to companies operating new mines whose post-tax income is less than 12% of equity.

It is too early to predict the effectiveness of these reforms in attracting new foreign investors in mining, who must be prepared to offer 51% of the equity of mining companies to Mindeco. So far this year Roan Selection Trust and six other firms, including two in which American interests are involved, have been awarded prospecting licenses for newly available areas for which rights had previously been held in perpetuity mainly by Anglo American and RST.

Investor reaction is uncertain

The drastic nature of the Government's mining reforms and the prospect of state participation in new mining ventures may deter some potential investors, at least until the dust settles. On the other hand, foreign investment may be attracted by the removal of uncertainty concerning both the long-awaited tax reforms and the long-standing expectation that the Government would eventually acquire some form of substantial ownership interest in mining operations, as well as by the Government's increased incentive to hold down production costs, now that its copper revenues are based exclusively on profitability and it has ownership interest in mining operations.

Although nothing has been heard in over a year of the Government's previously announced intention to enact legislation safeguarding foreign investment, the Government is seeking to attract investment not only in mining but also in industrial and commercial undertakings considered to be in the national interest. Most major new industrial investments by foreign firms are undertaken in association with Indeco, whose ownership participation constitutes an assurance of the Government's continuing support.

The United States is the leading supplier of heavy mining and construction equipment, as well as light aircraft and locomotives. Increasing mechanization of the copper mining industry, continuing expansion of production, and the high rate of replacement of heavy equipment will provide a steady market. Road construction is expected to continue over the next five years at approximately the same high level of expenditure that has occurred since independence. There are good prospects for

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sales of aircraft this year. The construction of the Kariba north bank power station should provide opportunities for sales of compressors and drilling equipment.

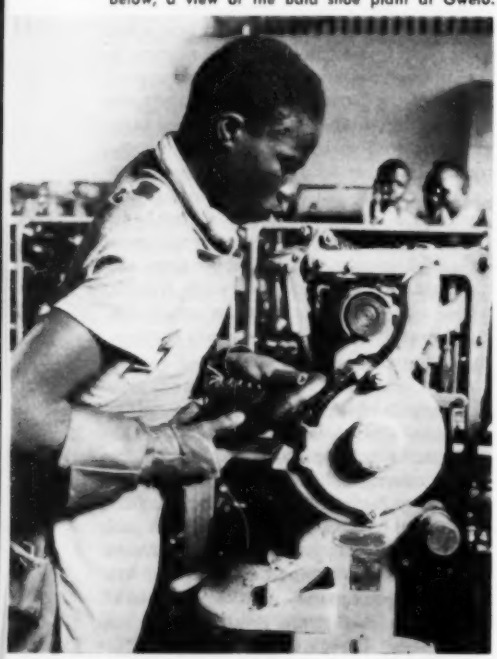
Copper buoys economy

Zambia's economic development during the country's five and one-half years of independence has been impressive, although the rate of increase of the gross national product fell off in real terms during this period, from 26.6% in 1965 to 13% in 1966, 6.3% in 1967, and 4.1% in 1968. In 1969 the gross national product probably increased by approximately 12%, owing mainly to high copper prices that resulted in an increase of 40% in the value of copper production.

The GNP will probably not show more than a slight increase during 1970, particularly since neither copper production nor prices are likely to increase over last year's high levels.

Zambia's unusually high rate of capital formation, made possible by the Government's ability to collect a large proportion of national product through taxation of the mining industry, has risen steadily since independence. However, large investments in infrastructure have been made necessary by the effects of Rhodesia's unilateral declaration of independence on Zambia's transport situation and sources of supply.

ZAMBIAN MANUFACTURES CONSIST MAINLY of consumer goods and building materials for the domestic market. Inland location and high wages tend to discourage large-scale export production. Below, a view of the Bata shoe plant at Gwelo.



In the next few years revenues from copper production should ensure a continuing high rate of Government investment. Growth of mining, industry, and commerce is likely to fall off somewhat until state-owned corporations complete payments for widespread acquisitions of equity holdings in previously private firms during the past two years after which earnings from these holdings should permit an increasing flow of internally generated investment.

Higher prices helped

Copper production, which accounts for about 45% of Zambia's net domestic product and 95% of exports, and is the source of about 60% of Government revenue, increased in 1969 by 12.6% in tonnage and 40% in value. Zambia's copper production of 825,000 short tons in 1969 surpassed the previous record of 755,000 tons in 1965. Zambia remains the world's third largest copper producer and the largest copper exporter.

The Government's efforts to reduce the country's dependence on mining and increase employment opportunities by encouraging the expansion of manufacturing and agriculture have met with uneven success. Manufacturing, which was grossly underdeveloped at the time of independence, has expanded rapidly, though the rate of increase has fallen off in the last two years. Manufactures consist mainly of consumer goods and building materials for the domestic market; Zambia's inland location and high wage scales are among considerations ruling out manufacturing for export.

In 1970, four new industrial projects in which Indeco is associated—plants manufacturing fertilizer, explosives, wire and cable, and burlap bags and cloth—are beginning production. An oil refinery, an automobile assembly plant, and a small-scale iron and steel plant will be built over the next few years, and a truck assembly plant and bottle factory are among the projects under consideration.

Agriculture lags

The nominal value of marketed agricultural output has risen since independence from $35.1 million in 1964/65 to an estimated $44.8 million in 1970, but because of inflation this represents a decline in real income. Two-thirds of marketed output is accounted for by expatriate farmers, whose overall production has remained fairly static in recent years despite a gradual exodus that has reduced their number to approximately 450. The Zambian share of marketed output is slowly increasing, with encouraging results in poultry and cotton.

The Government's sudden ban of imports of fresh fruits and vegetables from South Africa earlier this year is causing shortages and higher prices, but in the long run should stimulate domestic output.

The Government is encouraging the development of family farming and is also promoting beef and dairy production by state enterprises with the support of the World Bank. During the next few years, however, agriculture will probably continue to grow more slowly than other sectors, and rapidly rising demand for foodstuffs, reflecting sharp increases in personal income, will lead to a continuing reliance on food imports, which by 1969 had risen to 90% of the value of Zambian agricultural production.

The disparity between rural and urban individual incomes has risen from a 1:13 ratio at the time of independence to a 1:18 ratio today, and is a major reason for the drift of the younger educated and semi-educated to urban areas, where unemployment is increasing. To combat this situation the Government is devoting greater attention and an increasing portion of its budget to rural development, but faces immense difficulties stemming from deeply rooted traditional attitudes inimical to productivity, the lack of prestige attached to farming, marketing inefficiencies, and lack of social amenities in rural areas. As a result, output stemming from Government investment in rural development is likely to be smaller than in other sectors, and progress is likely to be slow.

Inflation being curbed

The Government has met with considerable success in its efforts to deal with the inflationary trends that have beset the Zambian economy in recent years. The Combined Consumer Price Index rose by only 0.8% between February 1969 and February 1970. A more restrictive monetary policy was introduced in mid-1968 through the imposition of severe restrictions on borrowing by non-Zambian companies, and the rate of expansion of the money supply was cut back from 30.1% in 1968 to 6.3% last year.

The Government introduced an unprecedentedly stringent budget at the beginning of 1969, and in August President Kaunda imposed a temporary wage freeze and reduction of prices on basic consumer goods. The remarkably rapid effect of these measures on price levels permitted the Government to present a 1970 budget designed to induce a level of demand sufficiently high to reverse the slight decline in employment in 1969 without jeopardizing the dampening of inflationary trends.

While the Government seems to have dealt successfully with most of the demand factors that have contributed to infla-

tionary trends, supply costs and shortages remain a serious problem. Increasing labor restiveness and pressure for wage increases; the exclusion of Rhodesian and South African sources of supply, which are often the most economical; and the increasing reliance on lengthy and inefficient transport routes all continue to affect the economy's cost structure. On the other hand, concentration within the Indeco Group of consumer wholesaling and retailing as well as manufacture and importation of building supplies should reduce shortages of goods, which stemmed in part from expatriate firms' reluctance to invest in sufficient product inventories.

Sales openings missed

While the volume of U.S. exports to Zambia is approximately equal to that of our exports to the three East African countries, additional sales opportunities are overlooked due to lack of adequate local representation. Despite a level of disposable personal income that is unusually high in comparison with other African countries, sales of U.S. consumer goods remain low, in part because British firms are far better represented. Lack of U.S. representation often causes American firms to lose out on Government purchases, particularly when they are not put out to open tender.

Zambia's foreign exchange position had become somewhat precarious by 1967 and early 1968 because of the steady increase in imports of capital and consumer goods since independence. The increase in imports reflected a booming economy with massive capital expenditures, a rapid rise in personal income, and a high propensity to import.

In the latter part of 1968 and during 1969, however, rising copper earnings and a decline in imports of machinery, transport equipment, and other manufactures led to a rapid growth of foreign exchange reserves, from $203 million at the end of 1968 to $367 million a year later. Foreign exchange holdings were equivalent to the value of ten months' imports at the end of 1969, and undoubtedly have continued to grow in 1970.

The country's comfortable balance of payments position enabled the Bank of Zambia to lift restrictions earlier this year on the remittance of profits overseas. Nevertheless, vulnerability to a fall in copper prices, the burden of payments over approximately the next decade of upwards of $40 million annually for the Government's copper holdings, and the prospect that large loans from Mainland China and the World Bank will increase considerably the country's currently low external indebtedness all give grounds for continuing caution.

Transportation developments

The Government continues to devote a large share of its substantial capital resources to overcoming Zambia's serious transportation deficiencies, many of which stem from the Rhodesian regime's unilateral declaration of independence in 1965. The national railway and to a lesser extent the country's airline, both of which are offshoots of regional organizations run from Salisbury before independence, face serious problems of organization and, despite large capital inputs, continue to run at a loss. The Zambian portion of the road to Dar-es-Salaam was completely paved by the end of last year, and work on the Tanzanian portion is expected to be completed in 1972. However, shipment of imports via this route continues to be slow and unreliable, mainly because of inefficient handling of cargo at Tanzania's port in Dar-es-Salaam.

Earlier this year the Mainland Chinese completed on-site survey and design work on the railroad that will connect Zambia's rail system with Dar-es-Salaam. While negotiations between the People's Republic and the Governments of Zambia and Tanzania have not yet been completed, construction may begin this year with completion of the project around 1975 a possibility. The railroad is intended to provide a politically secure transport route for Zambia's copper exports, close to half of which are currently shipped by rail through Rhodesia.

Change in suppliers

The Government's success in reducing dependence on traffic with Rhodesia and South Africa is reflected in the drop in imports from those countries from 60% of total imports in 1964 to 29% of the total last year. The Government's policy, announced on April 1, 1969, of denying licenses for certain imports entering from southern Africa—which, if fully applied, would eliminate or drastically raise transport costs of 50% of imports from South Africa—has been slow to take effect, but is likely to show greater results in 1970. The Government's action last February terminating imports of fresh fruits and vegetables from South Africa will further reduce that country's share of the Zambian import market.

The Government expects that the washing plant that will begin operation at Zambia's new Maamba coal mine this year will eliminate the need for imports from Rhodesia's Wankie Colliery. Dependence on the only other import of any consequence from Rhodesia, power from the generating station on the south bank at Kariba Dam, will be reduced with the completion of the 220-megawatt Kafue Hydroelectric Scheme next year and construction of a 600-megawatt generating station on the north bank at Kariba, scheduled to begin later this year.

In December 1969, a controversial report by Cambridge Professor H. A. Turner was released maintaining that since independence real wages have risen by more than 50%, whereas labor productivity has declined by at least 20%. These trends, it was concluded, have led to inflation and a slackening of employment growth. To deal with this situation the Government is considering introducing legislation establishing an industrial court empowered to make binding wage awards based on guidelines authorized by the President.

Limited help to U.S.

Zambia's gradually increasing exclusion of imports from South Africa, one of the two leading exporters to Zambia, may increase opportunities for sales of U.S. goods. Such opportunities will be fairly limited, however, since most imports from the United States are more specialized and of higher quality than those from South Africa. Furthermore, South Africa is not competitive in most product categories in which the United States has a large market share, and most of those categories are not affected by the recent prohibitions.

Additional proposed industrial relations legislation includes a provision for establishment of works councils that would participate with management in the administration of health and medical programs and pensions, and would have the right to codetermine policies regarding conditions of employment. Workers would also be represented on boards of directors under the proposed legislation.

President Kaunda announced last December that wage increases would be limited to 5% annually until further notice. However, worker unrest has manifested itself in a growing number of wildcat strikes this year, and wage settlements have occasionally exceeded the limitation.

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Afghan outlook brightens

Observers see favorable trends appearing after three-year stagnation; U.S. role is small

After three or more years of stagnation which has prevailed in the Afghan economy despite good harvests, two favorable trends are beginning to appear:

- The national wheat campaign has achieved notable initial success, and it should gradually lead the nation's agriculture into a more modern pattern, in addition to achieving permanent self-sufficiency in wheat;
- Small- and medium-sized private investments in industry, food-processing and services are continuing to appear under the incentives of the 1967 Investment Law.

These two dynamic factors fall considerably short of creating a boom, but they are filling some of the gaps left by falloffs in public works construction and foreign capital assistance, and should lead to a more production-oriented economy, according to the Economic Trends Report from the U.S. Embassy in Kabul.

Afghanistan continues to have recourse to a relatively high volume of foreign technical and economic assistance from many sources, provided that its Government proves able to devise suitable projects and to improve its level of planning and administrative performance. Whereas it has made some progress with economic policy decisions in recent years, the Government is encountering difficulty with many pressing issues, particularly the raising of domestic revenue for developmental purposes.

Total earnings from exports are showing less growth than is required by indicated trends, and much remains to be done in promoting Afghan exports if the Kingdom is to support any substantial increase in commercial imports of modern products.

Substantial U.S. contribution

The American aid program in Afghanistan, now over 16 years old, has substantially contributed to the nation's development. Although American aid now provides a smaller annual inflow of resources than in the fairly recent past, this is still comparable to or larger than the flow of Afghan-U.S. trade. American private investment in Afghanistan remains minimal.

Returns from American assistance to Afghanistan, particularly from the sustained efforts in education and agriculture, are evident in many areas. There is no doubt that the American aid effort in Afghanistan has helped to create a generally favorable climate for the future development of American trade and investment. There is no sign of any disposition to discriminate against American interests.

The real key to expansion of productive imports into Afghanistan will be the further development of the private sector, which the U.S. Agency for International Development is engaged in promoting—both in agriculture and industry.

For the time being, access to the Afghan market is not barred by any across-the-board system of import licenses or foreign exchange controls. Tariffs on productive goods are relatively low, and there are broad exemptions for approved new enterprises. The main factors which limit imports into Afghanistan are low incomes and scarcity of domestic credit, both stemming from the country's early stage of development.

In addition, special situations and internal policies have had a restrictive effect upon certain key imports, such as tractors, motor vehicles, pharmaceuticals, and fertilizers. These policies concern licensing of dealers, attempts to keep down the number of brands of articles requiring spare parts, and other reasons. In the case of fertilizers, a policy of subsidizing their cost to the farmer has allowed no way for private firms to compete with the Government as importers.

All of these policies appear susceptible to early change, and the trend is toward opening up the field for more private business activity. For example, the Government broke up its sprawling Government Monopolies organization in March 1969. Whereas some monopoly products are being controlled by smaller successor organizations (motor fuels, sugar), others are being gradually spun off into the private sector. Among the latter are motor vehicles and cigarettes. This process of change, however, is being permitted only under very detailed control by the Ministry of Commerce.

Special restrictions on farm tractors, administered by the Ministry of Agriculture and Irrigation, have resulted in the distribution of only two brands in Afghanistan. However, once the Agricultural Development Bank of Afghanistan starts using IDA funds to procure tractors, world-wide competitive bidding will presumably prevail. The Agricultural Bank has just ordered 50 farm tractors for credit sales to Afghan farmers, and will reportedly undertake a larger purchase (450) with IDA credit support some time in 1971.

When current dilemmas on the issue of fertilizer distribution are solved and local dealers begin to master the trade, opportunities for commercial imports of fertilizers into Afghanistan should appear. Another infant market in the agricultural field is for pesticides and fungicides, which should sell as fast as dealers can learn the business and provide guidance to farmers on their application and use. Pumps, well-drilling rigs, and irrigation equipment are in active and increasing demand; however, to date U.S. suppliers have found price competition on these items to be difficult. As the country increases its exports of dried fruit and nuts, there should be more opportunities for sales of food processing equipment; and, at some point, a demand for refrigeration equipment.

Larger sales within the industrial and governmental sectors may be expected during the coming few years in road maintenance equipment (IDA credit), earth-moving equipment (AID loan), long-haul

Mineral assets

Afghanistan possesses sizable known but unexploited deposits of iron ore, chromite, and beryl, as well as lapis lazuli which is mined on a small scale. Possibilities exist, subject to further study, for the development of copper, bauxite, asbestos, fuller's earth, gold, lead-zinc, and mica. Japanese firms are showing some interest in exploiting known deposits of copper and beryl, but no firm commitment has yet been made. A 44-page report, *Important Minerals Occurrences of Afghanistan—1968*, prepared by the regional U.S. Minerals and Petroleum Attache, is available through the U.S. Department of Commerce. It remains essentially up to date. **Write:** Sales and Distribution Sect., Rm. 2119, U.S. Dept. of Commerce, Washington, D.C. 20230.

freight trucks (if overland traffic all the way through to Europe should develop significant volume), and various types of equipment for small import-substitution and agricultural processing industries. Building construction, both private and some public, is continuing and there may be opportunities for some U.S. products which combine durability with moderate prices, such as tile floor coverings, quality paints, and heating units.

Traditional American exports to Afghanistan such as used clothing, tobacco products, lubricating oils and greases, pharmaceuticals, trucks and automotive parts should hold their own in the market during the coming year, barring unforeseen events.

Small but increasing openings for more consumer items are apparent as shops dealing in modestly-priced luxury goods such as cosmetics, ready-made clothing, watches, pens, and phonograph records have multiplied recently in Kabul.

Competition is brisk among foreign suppliers to the Afghan market, and Afghan buyers are adept at "shopping around." A number of items formerly supplied from the United States (such as passenger automobiles and tires) have lost out to this competition, particularly to Japan, West Germany, and the USSR.

With regard to equipment, the foreign supplier who can provide personal attention to the importer and to the end user, as well as financing, training, and frequent visits, is going to get the jump on his competitors. As to other items, the supplier who provides full support to his chosen representative will get much the largest share of the latter's diversified activities.

As Afghanistan achieves its planned goals in agriculture, imports of foodstuffs will most probably fall off and eventually be reduced to specialties. Afghanistan need not go through the stage where population growth outstrips local production of commodities, and it should be able to find its place in foreign markets as a far more important exporter of fruit products than it is today.

A considerable growth in capacity has recently taken place in Afghanistan's textile industry. This will quite probably lead to tighter import restrictions on competing imports, though the Government may have difficulty in enforcing them.

If commercial imports of capital equipment increase substantially, the Government may find itself obligated, for balance-of-payments reasons, to apply a much more restrictive policy on imports of consumer goods, unless the nation succeeds in expanding its exports at a far more rapid rate than it has up to now.

In view of the country's early stage of development, potential foreign private investors must reckon with the risks inherent in such an economy as well as with a number of standard operating difficulties. So far, the present small size of Afghanistan's domestic market for various products has tended to deter potential American investors. Important opportunities may exist, however, for the investor qualified to recognize them—particularly in the field of fruit growing and processing, and possibly in extractive industries.

Those who wish to explore possibilities may be assured of a good reception. American investors who not only identify a good business opportunity but also carry it through would play a key role in shifting the U.S. presence in Afghanistan from its present basis (in which aid predominates) to economic ties more suited to the long term.

Since there is no substitute for personal knowledge of markets, U.S. companies which have branches or subsidiaries in Lebanon, Iran, Pakistan, or India should take advantage of their position by having their overseas representatives make occasional visits to Afghanistan. The economic needs of the Afghan population may be expected to follow much the same evolution as in neighboring countries.

In the industrial, processing, and service sectors of the economy, the dynamic factor has been the readiness of more and more small- and medium-scale private investors to undertake new ventures—at a pace which had no precedent before enactment of the Foreign and Domestic Private Investment Law of 1967. The volume of new economic activity in this sector has not yet reached the point of overriding the prevailing slump in the modern portion of the economy. Nevertheless, the potential vigor of Afghanistan's private sector has been clearly demonstrated.

For the first two years and more, administration of the new Investment Law was less restrictive than anything previously experienced in the country, and when this became evident, the pace of local initiative increased. Then came accusations, particularly affecting new producers of textiles, that the privilege of bringing in duty-free supplies was being abused.

Although the Government has recently opened the doors to foreign firms which can provide professional auditing services, this was done after considerable delays, and such services are not yet available in

NO SPECIAL TRADE RESTRICTIONS bar entry of U.S. products into Afghanistan, and American investors are assured of a good reception. Here, an all-terrain vehicle leaves Allis-Chalmers' Lexington, S.C. plant, bound for use in Afghanistan's rugged Hindu Kush mountain range.

Talent is developing

Younger, well-educated Afghan businessmen are becoming available in increasing numbers to represent imported products. Some of them are acquiring garage and workshop facilities. Afghan importers enjoy an advantage over the dwindling number of trading companies of foreign nationality, since the latter are restricted by Government regulation to dealing in goods which originate in their respective countries. At the moment, there are hardly any experienced Afghan importers of agricultural inputs, but many will undoubtedly start learning this trade in the near future.

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Afghanistan. Thus, the accusation of misuse of supplies has led to a series of investigations by Government officials and to the imposition of close controls. The process has intimidated some Afghan investors, and it remains to be seen whether the general improvement in the investment climate can be preserved.

Another obstacle to further expansion of investment is the continued absence of adequate credit facilities. All of the current investment activity has been arranged with little or no recourse to Afghanistan's existing banking system. Expansion can hardly go much further on this basis. The Government has long recognized the need for a specialized industrial financing facility, and for over four years it has been sponsoring a scheme for an autonomous Industrial Development Bank of Afghanistan, to be assisted and managed by qualified foreign sources. The Parliament, however, has not responded to the Government's proposal for legislation to authorize such a Bank. For more than two years, the Government has been unable to solve the problem of obtaining Parliamentary action in acceptable form, though it is currently renewing its efforts for this purpose.

At present, all of Afghanistan's modern mining and minerals activities (coal, natural gas, and petroleum exploration) are conducted in the public sector. Traditional Afghan attitudes did not favor any foreign interest in sub-soil rights. Now, however, there has been considerable evolution in the thinking of Afghan authorities, who are anxious to see qualified foreign companies or organizations help realize the country's potential in the field of minerals. The Government is having a mining code prepared. If its consideration by Parliament should prove to be protracted, the Government states it will be prepared to negotiate agreements with foreign firms on an interim basis founded on the new code.

Last year brought more than 63,000 tourists to Afghanistan—a rise of 41% over the previous year. A first-class hotel, the Intercontinental Kabul, was opened in September 1969. The Afghan authorities are discussing with the World Bank possibilities for projects to create modern hotel facilities at the Kingdom's most scenic spots. Jet service to Kabul is now provided by three airlines, including Afghanistan's own *Ariana*. Afghanistan is seeking more routes and frequencies, particularly toward Pakistan and India (to balance service already available to Tehran and westwards). The steady increase in tourist arrivals points up the need for more and more tourist services in Afghanistan.

U.S. Embassy's tips on exporting to Guatemala could prove useful for transactions around globe

Trade complaints prompt on-the-scene specialists to stress full instructions to representatives, knowledge of import practices

By JOHN D. PERKINS
Commercial Attache,
U.S. Embassy, Guatemala City

The U.S. Embassy in Guatemala continues to receive trade complaints involving slow payment of sight drafts. As previously reported, several U.S. exporters found themselves confronting a loss when their consignees held up payment of the drafts and consequently delayed in taking possession of the goods. Two fires at the Customhouse in 1968 caused the destruction of shipments which were still stored there after insurance coverage had expired. The Embassy suggested at that time, "Ya gotta know the territory."

From time to time, new complaints about slow payment or non-payment of sight drafts covering shipping documents are received. The Embassy does not suggest letter of credit terms because foreign competition is keen, but there must be another solution. The Embassy checked into the possibility of developing a "universal" purchase/sale agreement readily enforceable in Guatemala, but found that this was not attainable.

Give full instructions

One banker has declared, "Give us full instructions. If you wish to have the draft protested, tell us (Protest action must be entered 48 hours after presentation of the draft or 48 hours after due date of time drafts, under Guatemalan law). If you wish us to withdraw the goods from Customs and dispose of them at the best price, authorize us. Otherwise, if you want the goods sent back to the U.S., instruct us promptly before storage charges mount up. If you want us to start legal action to force collection, instruct us."

Another banker gets at the kernel of the problem. "When you extend credit, you look at the borrower first. What is a sight draft against documents but a form of credit? I am amazed at the number of U.S. exporters who accept an order from and ship to someone they don't know."

The message seems clear—Do you have a qualified agent who will accept responsibility for making collections? Do you know the customer as well as you should? If not, 1) use the Commerce Department's World Trade Directory reports (WTDR's); 2) ask for a credit check through the Guatemalan banking system; or 3) consider giving your local bank the above instructions for transmission to its Guatemalan correspondent.

Special emphasis should be placed on ensuring that instructions to both the banks and the exporter's agent or representative are precise and clear. If the exporter's local agent is considered to be completely trustworthy, the exporter may wish to instruct the bank to follow the instructions of the agent.

It is advisable for the shipping documents to be issued in the name of the local correspondent bank, because if the documentation is issued in the name of the consignee, the latter, even though he may not have the original documents, can still withdraw the goods from Customs by using the stratagem of paying a fine for not having the original documents. Once the merchandise is in the possession of the consignee through this trick, the bank's ability to collect is greatly weakened.

Finally, follow the consignee's packing, shipment, insurance, collection and other instructions exactly.

To complete the record, all exporters, and their U.S. banks, should be fully aware of local practice. Cited below is an abstract from fact sheets on Guatemalan import practices prepared by the Guatemala City branches of the Bank of America and the Bank of London and Montreal.

Collection rates and other charges (Incoming Clean and Documentary). *a) Commission:* Up to $5,000: 1%, minimum $2; From $5,000 to $10,000: ¾%, minimum $50; In excess of $10,000: ½%, minimum $75. Importers in general are reluctant to pay banking charges

and it is suggested that quotations on goods include such charges. Where so requested the bank will endeavor to collect charges from drawees, but if refused, the bank will deduct its charges from the proceeds.

b) Exchange fee: An exchange commission of 1% is charged by the Central Bank on all bills in foreign currency. This charge is invariably paid by drawees. A license is required for all imports, which the Exchange Control authorities will freely authorize on application by the importer, with suitable documentation (which is why importers often ask for *pro forma* invoices, especially on letter of credit transactions). Such a license makes foreign exchange readily available.

c) Stamp Charges: There are no fiscal stamp charges on foreign bills or covering remittances. Nevertheless, where documents are not accompanied by a bill, banks are required to stamp the commercial invoice or a bill drawn locally (by the bank) at the rate of $1.50 per $100. As this charge is invariably refused by drawees, banks will deduct the amount thereof from its remittances. The import "poliza" utilized to withdraw goods from the Customhouse is stamped at the rate of 1½%; this stamp charge is paid by importers.

Documents and Delivery. Documents accompanying bills of exchange will be surrendered against acceptance unless the bills are drawn at sight, on demand or on presentation. If bills are drawn at usance the Bank will not accept instructions to deliver documents against payment, as such practice is contrary to local custom. If bills are drawn on any Government-controlled office, they will be presented through the Banco de Guatemala. The documents required by a consignee to withdraw freight shipments are: original bill of lading and original commercial invoice, both duly authenticated by the Guatemalan Consul at place of origin; for parcel post shipments, one original commercial invoice, also legalized by the Guatemalan Consul; for air-freight shipments, waybill and commercial invoice in Spanish, bearing sworn declaration of seller, are required.

Consignment of the Goods. Goods are to be consigned to "Order" or to "Shipper's order" and shipping documents should be marked "Notifiquese . . . (name of drawee) . . ." in order to avoid delay in the notification of the arrival of the goods direct to drawee. Freight shipments are transferred after a short delay from the port of entry to the Custom House in the interior, and drawees will not take up drafts until they receive the notice of arrival. In many cases they inspect the goods in the Customhouse before taking up drafts.

Parcel Post Shipments. Parcels consigned to the collecting bank should indicate the name of the ultimate consignee for notification purposes. Banks accept no responsibility other than providing drawees with an order to the Postal authorities for delivery of the parcels as soon as the corresponding bills have been accepted or paid according to the drawing of the bill. Post Office regulations provide for return of unclaimed parcels to the place of origin 90 days after arrival.

Storage of Goods. Goods may be left in storage in Customs warehouses for a period of 90 days. The Customs house allows 12 days free for clearance of shipments from date of arrival, after which the merchandise is subject to storage charges based on the duty payable on goods at the rate of ¼% per diem until withdrawn from Customs. After 90 days the goods are regarded as abandoned in favor of the Public Treasury and will be subject to auction. Banks will assume no liability in the event of the goods being auctioned by the Customs.

Insurance of Goods Lying at Customs. This must be arranged by consignor. It must be clearly understood that banks accept no responsibility in this connection. The instructions of consignees in regard to insurance should be exactly followed by consignor.

Interest. The operative maximum legal rate, fixed by the Monetary Board, is 8% per year; this rate, however, is subject to change at any time. Banks make every effort to collect accrued interest, but reserve the right to waive same when absolutely refused or when, in the opinion of the Banks the payment of the principal would possibly be jeopardized by the delay resultant from referring the question. The payment of interest for delay in acceptance of usance bills and payment of sight bills is invariably refused by merchants.

Protest and Legal Action. Bills of exchange at sight (sight drafts) must be protested for non-payment within 48 hours of presentation, providing such presentation is made within six months from date of bill. Accepted usance bills (time drafts) must be protested within 48 hours from due date (always provided they have been accepted within six months of date). Protest for non-acceptance must be made as for sight drafts.

The legal right to take immediate executive action against drawee is lost if bills are not protested as indicated; however this right could be regained by subsequent protest and court proceedings although this would naturally be a longer and costlier process. In most cases, banks reserve the right to confirm protest instructions accompanying collections and may cable for specific authorization in event of refusal of payment or acceptance or other obvious indication of bad faith.

When specifically instructed to protest drafts, banks will not undertake to handle any items requiring legal proceedings to which the bank's name may be attached, but will endorse a bill to a lawyer for the purpose of protest and legal proceedings. Lawyers fees range between 10% and 15% on the amount collected. Banks accept no responsibility towards drawers, endorsers, or any other party for failure to protest and in some cases will deliver a document to a lawyer for protest at its own discretion.

Extensions (Accepted Bills). Re-acceptance has no legal force and where it is desired to grant longer terms to drawees, a new bill should be forwarded to the bank drawn for the period required, in substitution of the original bill. Where an amount is to be paid in installments at successive due dates, a separate bill must be drawn for each part.

Drawer's Agents. When instructed to do so, banks will periodically advise drawer's agents as to the status of any bill. To avoid delays and expenses and to facilitate a prompt settlement of difficulties the powers and authority accorded to any such agent should be clearly and precisely defined on each collection.

Japanese power station uses Eximbank loan to buy second core nuclear fuel from U.S.

A $6.2 million Eximbank loan to Tokyo Electric Power Co. will finance 45% of the cost of enrichment and fabrication services required in the processing in the United States of uranium for second core fuel for TEPCO's Fukushima Nuclear Power Station No. 1, some 160 miles northeast of Tokyo. Total costs in the U.S. are estimated at $13.7 million. The converted ore will be enriched by the Atomic Energy Commission and partially fabricated by General Electric.

TEPCO will make a cash down payment of 10% of the total cost.

TEPCO is the largest electric power utility in Japan, serving the Tokyo, Yokohama and Chiba industrial, commercial and residential areas. An Eximbank loan of $39.1 million authorized in 1967 helped finance construction of the Fukushima plant by the General Electric Company, which also supplied major components, engineering design and construction services.

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Japan amends patent law in move to cut down 750,000-case backlog

Applications now take an average of five years of processing; 'early publication,' 'deferred examination' are chief features

A bill to amend the Patent and other Industrial Property Right Laws passed the Japanese Diet May 13, 1970, and will come into effect Jan. 1, 1971. It amends the basic Japanese Patent Law (No. 121), Utility Model Law (No. 123) and Design Law (No. 125) (all enacted in 1959 and effective Apr. 1, 1960), primarily by establishing more expeditious procedures for processing applications for patents and the other named industrial property rights.

The current Japanese Patent Office backlog reportedly amounted to 750,000 cases as of Mar. 31. It takes an average of about five years for a patent application to be examined, published in the Patent Gazette for opposition, and subsequently allowed or rejected.

Patents registered in Japan on inventions are valid for 15 years from date of publication, but cannot exceed 20 years from application filing date. Utility Models (devices that can be used industrially and are related to shape, construction or assemblege of an article) are registered for 10 years from registration date, but cannot exceed 15 years from application filing date. The duration of an industrial design right is 15 years from date of registration.

Two salient features of the new Japanese law establish what are generally referred to as "early publication" and "deferred examination" procedures, comparable in substance to similar features recently incorporated into the German, French and Netherlands Patent Laws.

Under the "early publication" provisions, patent applications are published within a specified time after filing, as effective notice to the public of the subject matter being applied for; provisional protection is available for the applicant during such publication, when the application is also being examined.

The "deferred examination" provisions establish a time period, after filing of an application, during which the applicant may ask for its examination, at an additional charge. If he makes no such request during that time, the application is considered by the Patent Office to be withdrawn. Such provisions are intended to lighten backlogs based on projections that a number of patent applications will be considered too weak in subject matter for an examination to be requested.

A more specific description of the major provisions of the law follows:

- All applications for patent or utility model rights will be announced publicly in the Patent Gazette within 18 months from the date of filing "to prevent other parties from conducting searches or investing in the same field." Under the earlier system, applications were announced in the Patent Gazette only after they had been examined by Patent Office examiners. Under the new system, the applicant may claim an indemnity against any person who "uses" the patent or utility model after the content of the application has been made public. Where the Director General of the Patent Office finds that patent applications are being utilized by third parties, he may, if necessary, instruct his examiners to examine such applications prior to other applications.
- Applications will be examined by Patent Office examiners only when so requested by the applicant or "any other person." The requirement of an 8,000 yen ($23.40) examination fee presumably will prevent requests for examination by persons not having a legitimate or real interest in the patent or other intellectual property. Any person may request the Patent Office to examine an application within seven years after the filing of an application for patent rights or within four years after the filing of an application for utility model rights. In case no one requests an examination within these periods, the application will be regarded as withdrawn. The Japanese Patent Office believes that 10 to 20% of the patent applications may be considered so weak that examination for many of them would not be requested. The resultant "withdrawal" of these applications would lighten its backlog.
- Under the present system, in case an application is turned down by the Patent Office, the inventor may request a Patent Office trial within 30 days after he receives notice of refusal. In Japanese law, applications may be refused for any one of the following reasons:

a. The application was filed by a nonresident foreigner whose home country does not give Japanese citizens the same industrial property rights as are afforded citizens of that country. This would not be applicable for U.S. citizens since Japanese citizens receive national treatment in the U.S. for purposes of acquiring and maintaining patent rights under the "Paris Union" Industrial Property Protection Convention and the bilateral Friendship, Commerce and Navigation Treaty.

b. The invention is already publicly known in Japan or its features have been described in print in Japan or abroad.

c. The invention is a food, drink or chemical product or an atomically-transformed material. Food, drink, or chemical processes are patentable.

Under the new legislation, if the applicant duly revises the specifications or drawings attached to his application within 30 days of refusal, the application will be re-examined before it is submitted to trial in any appeals procedure. The Patent Office hopes this new procedure will greatly reduce its trial burdens. The new legislation also eliminates restrictions imposed on the scope of the revisions, as is the case under existing regulations. However, according to the Patent Office, certain rules and standards will be established by it upon which examiners would screen each revision.

Japan requires labels

The Japanese Government recently announced that all imported food products, including confectionery and chewing gum, will require labeling in the Japanese language similar to that now required for food in airtight containers. Labels must state whether the product contains artificial coloring or preservatives and the name and address of the importer. Products are to be labeled prior to retail sale. This new regulation becomes effective July 1.

Malagasy spending drive yields mixed economic results

Investment targets achieved, but resulting inflation cancels gains

The Malagasy Government's attempt to accelerate economic development spending during 1968-70 was both a success and a failure. It was a success in that investment targets were met or exceeded; it was a failure in that the resulting budget deficits caused an expansion of the money supply and created the need for a sales tax increase which was immediately translated into a general price rise.

The Franc devaluation aggravated inflationary pressures so that almost all of the estimated 8.9% increase in gross national product during 1969 was due to price increases.

For 1970-71, the Government has signaled a return to a balanced budget and has instituted a system of price controls. Early in 1971 the Second Malagasy Five-Year Plan will be presented as a means of guiding and coordinating public and private investment. The Plan will call for private investments totaling $144 million and the overall emphasis will be on projects with short payoffs so that the Plan can be self-financing to the maximum extent.

Wooing investors

A substantial number of foreign direct investments will be required and the Malagasy Government is wooing potential investors for a variety of industrial projects, offering tax incentives, low-cost financing, and tariff protection.

Indications of copper, nickel, bauxite and oil are attracting foreign interest in the minerals sector.

In agriculture, U.S. and other companies are attempting to commercialize for export the island's ten million Zebu cattle.

Finally, tourism offers good investment possibilities, as indicated by the 1970 opening of the new Tananarive Hilton Hotel.

It is official Government policy to aid and encourage investors to take full advantage of nearby Indian Ocean and East African export markets and to export to the European Economic Community, where Malagasy products have preferential access.

In the field of trade, Malagasy still depends on its traditional export markets. However, import sources are diversifying. In 1969, imports from France declined (but still accounted for 52% of the total), while those from Germany, Italy, Japan and South Africa continued to grow. Reversing a 1968 decline, imports from the United States increased 41% in 1969.

U.S. technology is highly regarded and Malagasy customers are increasingly willing to pay a premium for U.S. equipment where quality is a factor. Electrical and other machinery, earthmoving and construction equipment, tractors, petroleum products and aircraft accounted for most of the $12 million worth of 1969 imports from the U.S.

World Bank assists Cameroon, Nigeria, Indonesia, Pakistan

Development projects get loans and credits totaling $50 million

The World Bank and its affiliate, the International Development Association (IDA), have approved loans and credits totaling $50.2 million for projects in Cameroon, Indonesia, Nigeria and Pakistan:

- A $5.2 million Bank loan for railway improvements in Cameroon;
- A $17 million IDA credit to restore agricultural estates in Indonesia;
- A $25 million Bank loan for the rehabilitation of Nigeria's transportation network, and
- A $3 million IDA credit to develop small industries in East Pakistan.

All imported goods and services which are paid for with World Bank and IDA funds must be procured through international competitive bidding.

The Cameroon loan will help finance a $20.6 million railway rehabilitation and modernization project designed not only to maintain present railroad capacity by relaying track, but also to meet future growth in traffic that is expected to follow the 1974 opening of the Trans-Cameroon Railway. The project includes track rehabilitation, construction of a steel bridge, rolling stock, and an economic study of a proposed realignment of the central line between the port of Douala and Yaounde, the capital.

The interest-free credit to Indonesia will help to finance the rehabilitation and expansion of two groups of government-owned agricultural estates with a combined area of 206,550 acres for the growing of oil palms and rubber, and the reorganization of the Government agency for agricultural research in North Sumatra.

The Nigerian Government regards restoration of the transportation network as one of its most urgent postwar tasks. The $25 million Bank loan will be used to purchase materials and equipment for ports, railways and roads. The project will assist in relieving congestion at the port of Lagos, the only major port now operating, by reactivating the second largest port, Port Harcourt, and its connections with the hinterland and other smaller ports. Up to 500 miles of highways will be rebuilt and Bailey bridges installed to replace damaged ones.

The $3 million interest-free credit will help develop small industries in East Pakistan with a view to diversifying and broadening the region's industrial base. The IDA credit will provide the foreign exchange required to import machinery and equipment for small industries under a lending program operated jointly by the East Pakistan Small Industries Corporation and local commercial banks.

Inter-American Bank aids Argentine power expansion

The Inter-American Development Bank has announced approval of two loans equivalent to $30 million to expand electric power systems throughout the interior of Argentina.

The loans were extended to Agua y Energía Eléctrica, Empresa del Estado, an autonomous agency linked to the Argentine Ministry of Public Works, which will carry out the development project.

The loans will help finance the first stage in a ten-year (1970-80) expansion program being undertaken by Agua y Energía Eléctrica at a cost of $1.2 billion. The program seeks to integrate and strengthen the nation's regional electric systems.

The Bank's loans will help finance seven subprojects being carried out at a total cost equivalent to $87.5 million.

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Four countries get $75 million boost from World Bank

Development finance firms in India and Israel, Mali's road network, Pakistan flood projects benefit

The World Bank Group has approved loans and credits totaling $75.1 million to provide development finance companies in India and Israel with foreign exchange resources, for road improvements in Mali, and for the engineering of irrigation projects to increase agricultural production in East Pakistan.

A $40 million Bank loan will go to the Industrial Credit and Investment Corporation of India (ICICI). Since its founding in 1955, ICICI has approved financing totaling the equivalent of about $360 million for 794 projects. Its client enterprises, which number over 530, are making substantial contributions to the expansion of Indian manufacturing output, particularly paper, steel tubes, and bearings and cables. Of late, ICICI has helped to finance expansion programs of several Indian tire manufacturers, large chemical enterprises, and ocean shipping companies.

A $25 million Bank loan was extended to the Industrial Development Bank of Israel (IDBI), the largest institution providing medium and long-term credit for Israel's industrial development. In 12 years of operation it approved 2,568 operations totaling the equivalent of $397 million. Its financing, on the average, has represented about a quarter of Israel's gross annual investment in industry.

Interest-free credits

A $7.7 million interest-free IDA credit to the Republic of Mali will help finance a project designed to ensure adequate maintenance of the landlocked nation's highway network, upon which a large part of the country's external trade depends. The Directorate of Public Works, which is responsible for most of Mali's roads, will be strengthened and better equipped for maintenance work; about 900 miles of agricultural feeder roads will be improved; and feasibility studies and detailed engineering undertaken of some 250 miles of trunk roads.

A $2.4 million interest-free IDA credit to the Republic of Pakistan will finance the foreign exchange costs of engineering services required for the construction of two high-priority projects in East Pakistan: the Karnafuli and Muhuri irrigation projects, which together will provide flood protection and drainage for 232,000 acres and irrigation for a net of 97,000 acres. By helping to finance the final design of the projects, the credit will advance construction by at least one and possibly two years.

$164 million German fund assists investments in U.S.

U.S. Treasury bonds in the amount of $164 million purchased previously by the German Bundesbank have been made available to the Kreditanstalt fuer Wiederaufbau (Reconstruction Loan Corp.), Frankfurt/Main, Germany, for the establishment of a special fund to promote direct investment of German enterprises in the United States.

The basic arrangements were provided for in a special provision of the German-American offset agreement of Aug. 19, 1969. The investment assistance will be extended during 1970 and the first half of 1971 to small and medium-sized German enterprises which have only limited access to the capital market.

An informal English translation of the guidelines issued by the Kreditanstalt fuer Wiederaufbau covering the financing of such investments, is available from the European Division, (BIC-888), U.S. Department of Commerce, Washington, D.C. 20230.

Spain amends import deposit system

The advance import deposit system introduced by the Spanish Government in December has been amended to allow non-residents to provide the required deposit. Henceforth, foreign exporters will be permitted to pay deposits of over $1,000 in convertible foreign exchange to the Bank of Spain through designated banks.

As established in the Order of December 1969, deposits will be required for 20% of the c.i.f. value of the import (or f.o.b. value plus 5%) and will remain with the Bank of Spain for a six-month period without interest. The advance import deposit system is presently scheduled to remain in force through 1970 and is applicable to all imports.

Eximbank credits to help two Thai banks finance imports of U.S. goods

The Export-Import Bank of the United States has authorized two $1 million relending credits to banks in Thailand to finance the import of U.S. goods.

The first $1 million credit is in favor of the Thai Farmers Bank, Ltd., which was established in 1945 by Chinese and Thai merchants as a private family bank. It has 55 branches throughout Thailand.

The second $1 million relending credit is in favor of Bangkok Bank, Ltd., which was incorporated in July 1944 and is owned in majority by private stockholders with a minor share held by the Government.

Both credits will be relent by the borrowing banks to small and medium-sized enterprises in the agricultural and industrial sectors of Thailand. Each subloan will provide for a 10% cash payment of the purchase price of items financed.

Items of U.S. manufacture eligible under the subloans include power generating equipment, electric computers, machine tools, textile, agricultural, paper mill manufacturing, roadbuilding, mineral crushing, and agricultural equipment, glass working machinery, and motor-powered ships for the fishing industry.

Exim backs sale of U.S. machinery to Ecuador

The Eximbank has authorized a $3 million relending credit to Compania Financiera (COFIEC S. A.) of Quito, Ecuador, to finance 90% of the cost of purchases of selected imports of U.S. machinery, equipment and services.

COFIEC S. A. was established in late 1965 to assist in financing development of the private sector in Ecuador. More than 40% of its capital stock is owned outside of Ecuador, with U.S. shareholders including Continental International Finance Corp., Chicago; the Fidelity International Corp., Philadelphia; Wells Fargo Bank International Corp., San Francisco; the First National City Bank, and the Bank of America.

Proceeds of the $3 million credit will be relent to small and medium-sized private enterprises, each of which will make a cash down payment of not less than 10% of the cost of U.S. items.

The $3 million credit is to be repaid in ten semiannual installments beginning in November 1971 at an annual interest rate of 6% on outstanding balances.

Latin firms offer majority interest and licensing rights

A U.S. company is offered majority interest in a Brazilian pharmaceutical manufacturer. Proposals for outright purchase will be considered.

The Rio de Janeiro concern produces a number of pharmaceutical products, including vitamin preparations, antibiotics, serums and medicinal products for the endocrine, nervous, digestive and respiratory systems. The products are marketed by an affiliated distributor and branches are maintained in several Brazilian cities.

Write: Giovanni Infante, Instituto Biochimico Maragliano Ltda., Rua Diniz Cordeiro 39, Rio de Janeiro ZC-02, Guanabara, Brazil. WTD. **P-70614.**

Leaflets (in Spanish) describing the firm's product line are available on a loan basis from the Office of International Investment, Department of Commerce, BIC-878, Washington, D.C. 20230.

- The manufacturing division of an established Venezuelan company, which presently makes pasta, party snacks, cordials and liquors, desires licenses from U.S. firms to produce food specialties. Pickles, delicatessen goods, beverages, party snacks and similar food items are of particular interest.

The company's present plant has 11,000 square feet of space plus storage areas and warehouse facilities. The plant is equipped with mixing, sterilizing, filling, can closing and distillation machinery. The firm is interested in installing a glass container molding machine for any special containers designed by licensors; it is prepared to finance enlargement of facilities if required.

Write: Felix D'Ambrosio, D'Ambrosio Hermanos C.A., Edificio D'Ambrosio, Avendia Principal Colinas de Bello Monte, Caracas, Venezuela. WTD. **P-70620.**

Greek firm plans to make electronic parts for TV sets

A Greek firm seeks U.S. participation in a joint venture to produce electronic components for television sets. The product line would include condensors, potentiometers, transistors, tubes, resistors and capacitors.

Estimated total cost of the project to be established on a 50-50 basis is $1 million. A U.S. partner is requested to provide equipment, licenses, technical know-how and training of key personnel, and would also be expected to arrange for marketing the finished products in Western and Eastern Europe, the Middle East and other areas.

Presently, the Greek firm is engaged in the assembly of television sets, the distribution of imported electrical appliances and the export of canned food and machinery.

Write: Eviema S.A., 2 Korai St., Athens 132, Greece. WTD. **P-70644**

Australian concerns want ties with U.S. for electronic and air conditioning components

An Australian manufacturer of electromechanical components seeks agency or licensing agreements to produce electronic hardware and components. The firm operates sales offices in three Australian states and is a supplier to major original equipment manufacturers.

Write: David Swann, Managing Director, McMurdo (Australia) Pty. Ltd., 19 Carinish Road, Clayton, Victoria 3168, Australia. WTD. **P-70645**

- A license to manufacture high velocity induction systems and filters for air conditioning units is sought by an Australian firm producing air conditioning, heating, ventilating and refrigeration equipment. It maintains branch offices in six Australian states.

Write: James Cain, Market Research Division, Hall-Thermotank (Australia) Pty. Ltd., 259 Middleborough Rd., Box Hill, Victoria 3128, Australia. WTD. **P-70646**

Dutch firm interested in construction related items

A Dutch building contractors and consultants organization seeks agency and/or licensing agreements. The company is interested in marketing U.S. products, systems, equipment and methods in the construction field in Western Europe.

Write: Th. J. de Gier, General Manager, N. V. Matab, 39[a] Groenendijk or P.O. Box 13, Nieuwerkerk a/d IJssel Netherlands. WTD. **P-70624.**

Thailand lists businesses eligible for special investment incentives

A revised list of the industries currently eligible for promotion privileges has recently been made available by the Thai Board of Investment. The Board of Investment is charged with promulgating The Promotion of Industrial Investment Act, which provides special incentives to businesses licensed as "promoted industries."

These incentives may include a five-year tax holiday; the right to purchase land in Thailand; exemptions from duty and business tax on required plant, machinery, and component parts and materials not produced locally; protection from competing imports; and guarantees against expropriation or nationalization as well as competition from a State-owned enterprise.

Three industries—tobacco leaf curing, wood veneer, and chemical products—have been added to the new list and three—stone quarry, gramophone records, and ice—have been deleted. The list now totals 116 industries; however, sixteen industries are temporarily closed for new licenses.

The Board is willing to consider applications for other industries if special circumstances warrant.

A copy of the list is available on request from the Far Eastern Division, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

Congo investment code

A handy brochure that summarizes the main features of the Congolese Investment Code, *Investment Incentives in the Congo (Kinshasa)*, has been published by Business Analysis for Africa, Inc. This code, issued on June 26, 1969, guarantees property rights and the transfer of income and capital. For specifically approved investment projects, it also provides tax benefits and other advantages. The brochure provides a brief and useful reference for businessmen interested in these incentives.

Write: Business Analysis for Africa, Inc., 60 East 42nd St., New York, N.Y. 10017.

Argentines re-establish official promotion agency for foreign investments

Argentina has re-established an investment promotion service which had been abolished by its new industrial promotion law.

Argentina's recently-enacted Law 18,587, except for certain special decrees, completely abolished the old foreign investment promotion law which had regulated this field since 1958 (see INTERNATIONAL COMMERCE, Apr. 27). Among the various decrees promulgated under the former law was Decree No. 5364 of July 26, 1967, which set up a Foreign Investment Promotion Service within the Ministry of Economy and Labor. This Service was abolished by the new law.

To provide continuation of the Service, the Argentine Government issued Decree No. 1625 on Apr. 14. This Decree re-establishes the Foreign Investment Promotion Service. It is, however, moved from the Ministry of Economy and Labor downward to the Secretariat of Foreign Commerce.

The principal changes in the new Decree are that the responsibilities of each office in approving an application for foreign investment are more clearly defined. In addition, the products to be manufactured with the new investment have to be properly identified under the *Customs Import Duty Nomenclature* (NADI) and the Brussels Tariff Nomenclature for the Latin American Free Trade Association (NABALALC). Formerly, only domestic firms raising objections to new investment schemes had to identify their product in such detail.

It appears that Decree 1625 will expedite the processing of new investment proposals, to the benefit of foreign investors. A copy of Decree 1625 may be obtained from the American Republics Division (BIC-886), U.S. Department of Commerce, Washington, D.C. 20230.

Investment Assistance

To receive follow up assistance and general information about investment abroad telephone: 202-967-3786 or write: Office of International Investment, Department of Commerce (BIC-878), Washington, D.C. 20230. "P" numbers should be used when writing about specific proposals.

WTD indicates that a World Trade Directory Report containing financial and business background information on the foreign firm is available for $2 from the Department of Commerce (BIC-924), Washington D.C. 20230 or the nearest Department of Commerce Field Office.

The licensing and joint-venture proposals listed in this section are published as an informational service for U.S. firms interested in overseas affiliations. Companies responding to these opportunities should be cognizant of the present mandatory investment regulations administered by the Office of Foreign Direct Investment, U.S. Department of Commerce, Washington, D.C. 20230.

Hand forging firm founded in 1650 seeks licenses

Established in 1650 for the production of blades for sickles and scythes, an Austrian firm is seeking licenses from American companies for the production of new products that would utilize their know-how in the hand forging field. Products requiring fine steel blades are of particular interest to the firm.

Write: Walter Blumauer, Simon Redtenbacher seel. Wme & Sohne, Postfach 37, Scharnstein O. -O., Austria. **P-70649**

Two Swiss firms seek American licensing ties for their equipment

Licenses to make hydraulic lifting equipment for industrial and commercial applications is sought by a Swiss firm. It is particularly interested in the production of hydraulically operated ramps and platforms used to adjust differences in height between loading ramps and trucks.

The Swiss company specializes in the manufacture of all types of hydraulic lifting equipment.

Write: Mr. Bachmann, Manager, E. Moser AG, P.O. Box 1, 3400 Burgdorf, Switzerland. WTD. **P-70639**

- An established Swiss manufacturer of fluorescent lamp starters seeks cross-licensing agreements. The firm is interested in the production of solenoid actuated valves and industrial automation controls and instruments. It offers for manufacture in the U.S. its fluorescent lamp ballast units, which represent about 75% of present production.

The company also manufactures transformers, capacitors and neon high voltage transformers for fluorescent signs. In addition, the firm maintains manufacturing and servicing facilities in France to cover EEC countries and a sales office in Sweden to serve Scandinavia.

Write: Hans Lampe, F. Knobel & Co., 8755 Ennenda, Switzerland. WTD. **P-70643**

Two German manufacturers desire licenses for electrical appliances and adhesives

A German manufacturer of electric washing and ironing machines, dryers and dishwashers seeks licenses. The firm is interested in the manufacture of electrical appliances complementary to its present product line.

The company employs about 600 and operates modern facilities. It plans to build an additional plant in 1970. Products are marketed in the EEC and EFTA countries.

Write: Cordes, Wilh., Maschinenfabrik, 4744 Lette ueber Oelde/W., Germany. WTD. **P-70638**

Brochures describing the German firm's products are available from the Office of International Investment, Department of Commerce, BIC-878, Washington, D.C. 20230.

- A German company seeks a license to produce adhesives and offers its line of adhesives for manufacture in the U.S. The firm's products include hot melt, contact and metal adhesives, emulsion glues for foils and super synthetic glue for use particularly in construction and assembly operations. The concern has approximately 20 years experience in the adhesive field.

Write: Klebchemie G.m.b.H., Industriestrasse, 7504 Weingarten, Baden, West Germany. WTD. **P-70647**

Australian firm to make pollution control equipment

Licenses to manufacture air and water pollution control equipment are sought by an Australian company engaged in sheet metal work. Products of interest include precipitators, wet scrubbers, cyclone separators, automatic bag filters and water filters.

The Australian firm's activities cover the design and installation of air conditioning and ventilating systems, steam, oil and gas pipes and industrial fume and dust control equipment. It is active in the air and water pollution field.

Write: W. A. Curl, W. Curl & Sons, 475 Grand Junction Road, Wingfield, South Australia 5013. **P-70623**

Parts for telecommunications cables sought by India agency

The Joint Director, Railway Electrification, Railway Board India, has issued Tender No. RE(S) 4 of 1970, for the supply of telecommunication cable accessories. The bid deadline is July 4.

Bids should offer VF tapping transformers, signalling transformers, terminating transformers, loading coils and associated parts.

Copies of tender announcements and specifications are available from the Indian Supply Mission, 2536 Massachusetts Ave. NW., Washington, D.C. 20008. The tender fee of $5.00 is not refundable. One copy is available on a short-term loan basis to firms located in the U.S. from the Communications-Electronics Division, BDSA-643, Room 4209, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-4823).

Greek agency interested in supply of 58 SSB transceivers

The Ministry of Commerce, 4th Directorate of State Purchases, has issued Tender No. 4/411/70 for the supply of SSB transceivers. The bid deadline is July 22.

Bids should offer 58 SSB transceivers, 44 in the frequency range 2-15MHZ, 6 channels, 100 watts P.E.P., and 14 in the frequency range 1.5-15MHZ, output power sufficient for distances up to 500kms.

Copies of the tender announcement and specifications are available from the Ministry of Commerce, 4th Directorate of State Purchases, 75 Solonos St., Athens, or on a short-term loan basis to firms located in the U.S. from the Communications-Electronics Division, BDSA-643, Room 4209, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-4823).

Korea invites bids on various technical equipment

Korea invites bids for transistorized insulation testers, storage scope and accessories for scintillating camera, transmission measuring sets, electron tubes, and sound testing equipment. Tender No. SLC-0097-PII; bid deadline July 2.

Bids are invited by the Office of Supply, Government of the Republic of Korea, Seoul, Korea. Terms and specifications are available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230. ★(202-967-2939).

A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102. (415-556-5868).

Bolivia extends bid deadline

The Empresas Nacional De Telecommunicaciones S.A. La Paz has extended the bid deadline on Tender No. 180-SF-BO from June 10 to July 20. All other conditions remain the same. (See INTERNATIONAL COMMERCE, June 1, p. 43 and *Commerce Business Daily*, June 1, p. 21.)

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. The three-digit numbers and commodity classifications are from the Standard Industrial Classification (SIC) Manual. The five-digit numbers under each heading are from the Numerical List of Manufactured Products, 1967 Census of Manufacturers, Bureau of the Census and are used extensively by government and industry in classifying products.

U.S. firms should also be aware that the listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the *Department of Commerce Export Control Regulations* or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

NOTE: The SIC Manual is available for $4.50; The Numerical List of Manufactured Products (MC67-1) for $1.75 and the Export Control Regulations are priced at $12 a year. These publications may be ordered from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, or any of the 42 Department of Commerce Field Offices throughout the United States.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any trade relations.

● indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the International Liaison and Trade Opportunities Staff, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-924, U.S. Department of Commerce, Rm. 6059. Telephone: 202-967-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Agencies

Specific foreign firms have expressed interest in agency agreements for the products listed below. Exclusive agencies for these products are wanted only if specified.

221 Broad woven fabric mills, cotton

22110 — SWITZERLAND — Cotton fabrics for ladies' wear. Leon Levy (importer, agent), Kreuzbuhlstrasse 1, 8007 Zurich. WTD 5/70.

222 Broad woven fabric mills, manmade fiber, silk

22210—SWITZERLAND—Synthetic fabrics for ladies' wear. Leon Levy (importer, agent), Kreuzbuhlstrasse 1, 8007 Zurich. WTD 5/70.

223 Broad woven fabric mills, wool

22310—SWITZERLAND—Wool fabrics for ladies' wear. Leon Levy (importer, agent), Kreuzbuhlstrasse 1, 8007 Zurich. WTD 5/70.

224 Narrow fabrics, other smallwares mills

22410 — SWITZERLAND — Narrow fabrics for ladies' wear. Leon Levy (importer, agent), Kreuzbuhlstrasse 1, 8007 Zurich. WTD 5/70.

238 Miscellaneous apparel, accessories

23850 — SWITZERLAND — Infants' pants, diaper covers. Lamprecht AG (importer, distributor, manufacturer), Birchstrasse 183, 8050 Zurich. WTD 5/70.

265 Paperboard containers, boxes

26510—SOUTH AFRICA—Folding paperboard boxes and cartons. E. I. Rogoff Ltd., Attn: David A. Kidd (importer, distributor, agent), Zambesi House, 44 Von Weilligh St., Johannesburg. WTD 1/70.

273 Books

27313—KENYA—Educational materials, including books, technical, scientific and professional. Africa Agency (distributor, agent), P.O. Box 20521, Nairobi.

27313 — SOUTH AFRICA — Books; technical, scientific, professional. Aloe Book Agency (Pty.) Ltd. (distributor, agent), P.O. Box 4349, Johannesburg. WTD 5/70.

282 Synthetic materials

28211 — SOUTH AFRICA — Unsupported plastic film, sheets, sheeting, rods, tubes, other stock shapes made from resins. E. I. Rogoff Ltd. Attn: David A. Kidd (importer, distributor, agent), Zambesi House, 44 Von Weilligh St., Johannesburg. WTD 1/70.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

284 Soap, detergents, cleaning preparations, perfumes, cosmetics

28445—SOUTH AFRICA—Cosmetic creams. Exclusive agency. Mark Lipworth (Pty.) Ltd. (importer, agent), 1109 Rand Central Bldg., 165 Jeppe St., Johannesburg. WTD 5/70.

28445—SWITZERLAND—Baby care preparations. Lamprecht AG (importer, distributor, manufacturer), Birchstrasse 183, 8050 Zurich. WTD 5/70.

285 Paints, varnishes, lacquers, enamels

28510—SWITZERLAND—Consumer paints, varnishes, lacquers, also spray, aerosol, specialties. Rud. Baumgartner-Heim & Co. (importer, distributor, agent), Neumunsterallee 6, 8032 Zurich. WTD 5/70.

28511—SWITZERLAND—Automotive base and refinish paints. Walter Kunz. (importer, distributor, agent), Neubrunnenstrasse 38, 8050 Zurich. WTD 5/70.

28512—JORDAN—Exterior water type emulsion paints, damp seal and anti acid. Requests quotations c. & f. Aqaba, Jordan and Beirut, Lebanon. Helou Trading Co. (importer, distributor, agent), King Hussein St., P.O. Box 6269, Amman. WTD 5/70.

28516—ETHIOPIA—Transparent glass coatings, 100% sun stop. Price quotations c.i.f. Addis Ababa. Berhane Asfaha, Import-Export General Commission Agent & Manufacturers Representative (agent), P.O. Box 3139, Addis Ababa. WTD 5/70.

28517—SWITZERLAND—Automotive acrylic lacquers, in bulk and consumer packaged, incl. aerosol. Walter Kunz (importer, distributor, agent), Neubrunnenstrasse 38, 8050 Zurich. WTD 5/70.

28519—SWITZERLAND — Consumer aerosol paints. Walter Kunz (importer, distributor, agent), Neubrunnenstrasse 38, 8050 Zurich. WTD 5/70.

287 Agricultural chemicals

28711 — PAKISTAN — Triple super phosphate. Requests catalogs, quotations, c. & f., Karachi. Shahnawaz Ltd. (agent), P.O. Box 4766, 19 West Wharf, Karachi-2. WTD 9/69.

306 Fabricated rubber products

30697 — SWITZERLAND — Druggist and medical rubber sundries. Lamprecht AG (importer, distributor, manufacturer), Birchstrasse 183, 8050 Zurich. WTD 5/70.

30698—SWITZERLAND — Household rubber goods. Lamprecht AG (importer, distributor, manufacturer), Birchstrasse 183, 8050 Zurich. WTD 5/70.

307 Plastic products

30797 — LUXEMBOURG — Plastic dinnerware, tableware, kitchenware. ELAME (importer, distributor, agent), 24 rue Pasteur, Esch/Alzette. WTD 5/70.

30798—SWITZERLAND — Household plastic goods. Lamprecht AG (importer, distributor, manufacturer), Birchstrasse 183, 8050 Zurich. WTD 5/70.

342 Cutlery, hand tools, general hardware

34230 — SWITZERLAND — Novelty hand tools, labor saving, do-it-yourself, etc. Rud. Baumgartner-Heim & Co. (importer, distributor, agent), Neumunsterallee 6, 8032 Zurich. WTD 5/70.

34290 — SWITZERLAND — Novelty hardware items, all kinds, for sale through hardware, department stores. Rud. Baumgartner-Heim & Co. (importer, distributor, agent), Neumunsterallee 6, 8032 Zurich. WTD 5/70.

34294— KENYA—General hardware. Africa Agency (distributor, agent), P.O. Box 20521, Nairobi.

343 Heating apparatus, plumbing fixtures

34330—SWITZERLAND—Novelty heating equipment, residential and industrial, and parts. V. Glutz-Blotzheim Nachfolger AG (importer, distributor, manufacturer), Segetzstrasse 13, 4500 Solothurn 1. WTD 5/70.

34335—HONG KONG—Steam boilers. Reliance Engineering & Trading Co., Ltd. (importer), LZ 3126, Kwun Tong Rd., Ngau Tau Kok, Kowloon. Cable: ENGTRAD. WTD in preparation.

349 Fabricated metal products

34941 — SWITZERLAND — Solenoid actuated valves. F. Knobel & Co., Attn: H. Lampe (importer, distributor, manufacturer), 8755 Ennenda. WTD 3/70.

354 Metalworking tools

35451 — ITALY — Ceramic tools; titanium and tungsten carbide tools; other metal cutting tools. A.F.I.T. (agent), Corso Giulio Cesare 155, 10155-Turin. WTD 5/70.

356 General industrial machinery

35690—ISRAEL—Automatic fire sprinklers, fire fighting systems, equipment. Exclusive agency. B. Kravtchik & Sons Ltd. (importer, manufacturer, agent), 10 Markolet St., P.O. Box 1787, Tel Aviv. WTD in preparation.

362 Electrical industrial apparatus

36220 — PAKISTAN — Humidity and air change producing equipment. Requests catalogs, quotations, c. & f., Karachi. Manstock Engineering Co. Ltd. (agent), 100 Farid Chambers, Victoria Rd., Karachi-3. WTD in preparation.

363 Household appliances

36343 — SWITZERLAND — Novelty small household electric appliances, 220 volts. V. Glutz-Blotzheim Nachfolger AG (importer, distributor, manufacturer), Segetzstrasse 13, 4500 Solothurn 1. WTD 5/70.

364 Electric lighting, wiring equipment

36430—FRANCE—Plugs and molded connectors for electronic devices. PERENA (agent), 16 Blvd. de Charonne, Paris 20eme. WTD in preparation.

366 Communication equipment

36622 — KENYA — Audio-visual materials. Africa Agency (distributor, agent), P.O. Box 20521, Nairobi.

36626 — FRANCE — Electronic military, industrial and commercial equipment. SEUROLEC (agent), 39-41 Rue de l'Est Boulogne-Billancourt-92. WTD 4/70.

367 Electronic components, accessories

36790—FRANCE — Electronic components. SEUROLEC (agent), 39-41 Rue de l'Est, Boulogne-Billancourt-92. WTD 4/70.

371 Motor vehicles, motor vehicle equipment

37141—SINGAPORE—Auto spares, accessories, machineries. Corona Enterprise (importer, agent), 134 Rochore Rd., P.O. Box 64, Queen St., Post Office, Singapore 7. WTD in preparation.

382 Instruments for measuring, controlling, indicating physical characteristics

38216—SOUTH AFRICA—Nuclear radiation counters. Exclusive agency. Weil Organization (Pty.) Ltd. (distributor), Washington House, Commissioner St. & P.O. Box 10924, Johannesburg. WTD 5/70.

384 Surgical, medical, dental instruments

38410—SWITZERLAND—Surgical, medical instruments. Lamprecht AG (importer, distributor, manufacturer), Birchstrasse 183, 8050 Zurich. WTD 5/70.

38421 — SWITZERLAND — Surgical appliances, supplies. Lamprecht AG (importer, distributor, manufacturer), Birchstrasse 183, 8050 Zurich. WTD 5/70.

394 Toys, amusement, sporting goods

39493—KOREA—Bowling alley supplies, including lane and bowling equipment. Requests catalogs with quotations. Korea Product Center Ltd. (importer, manufacturer, agent), C.P.O. Box 732, Seoul. WTD in preparation.

399 Manufacturing industries

39931—SOUTH AFRICA—Signs; luminous tubing and bulb (electric). Also desires to

manufacture under license. Gen. Furnishing Co. (importer, distributor, manufacturer), 15 Central Ave., Mayfair, Johannesburg. WTD 2/70.

39932—SOUTH AFRICA— Signs; non-electric and advertising displays. Also desires to manufacture under license. Gen. Furnishing Co. (importer, distributor, manufacturer), 15 Central Ave., Mayfair, Johannesburg. WTD 2/70.

Tanzania publishes tender for supply of 27 jib cranes

The Office of the Director General, East African Harbours, P.O. Box 9184, Dar es Salaam, has issued a tender for the supply of 27 AC electric traveling, portable, jib cranes. The bid deadline is July 30.

Tender documents can be obtained from the Overseas Purchasing Division, East African Harbours, 4, Millbank, London, S.W. 1, England; or, a copy of the tender circulars can be obtained from the General Industrial Equipment Division, BDSA-647, U.S. Department of Commerce, Washington, D.C. ★(202-967-5585).

Leads for Importers

Commodities are offered direct unless specified

282 Synthetic materials

28230 — LUXEMBOURG — Coffee filter of synthetic, tasteless material. Descriptive literature available on loan from Trade Opportunities Staff, BDSA-541, Rm. 4053, U.S. Department of Commerce, Washington, D.C. 20230. ELAME (importer, distributor, exporter), 24 rue Pasteur, Esch/Alzette. WTD 5/70.

329 Abrasive, asbestos, nonmetallic mineral products

32950—MEXICO—Crushed limestone rock 98% calcium carbonate, estimated two million years old. Price list available from Trade Opportunities Staff, BDSA-541, Rm. 4053, U.S. Dept. of Commerce, Washington, D.C. 20230. Also available limestone bulk rock as desired. Present production about 2.5 million tons annually. Promotora y Constructora de Yucatan, S.A. (land development, construction company), Dolores 3-511/12/13 Mexico, D. F. WTD in preparation.

354 Metalworking machinery

35481 — GUATEMALA — Inexpensive machines for manufacture of chain-link wire fencing for industrial installations, housing projects, agricultural purposes. Alter de Centroamerica (manufacturer), 15 Avenida 10-53, Zona 1, Guatemala City. WTD in preparation.

399 Manufacturing industries

39999—POLAND—Enamelware, cutlery, and following sporting goods: tents, soccer balls, air matresses, training shoes, skating shoes, and bicycles. Enterprise does not yet have agent for enamelware in Mid-Western and Southern states and for bicycles in Western states. Mr. A. Michejda, Universal (state trading enterprise), Al. Jerozolimskie 44, Warsaw.

Direct Sales

Specific foreign firms have expressed interest in direct purchases of the products below. See also the "Agencies" listing.

011 Field crop farms

01130—GERMANY—Corn, U.S. yellowcorn 3: prices c.i.f. European ports. Rheinische Kraftfutterwerke GmbH (importer), 5 Duisburger Strasse, 404 Neuss. WTD 5/70.

145 Clay, ceramic, refractory materials

14520—GERMANY — Bentonite, Kieselguhr (infusorial earth) for filtration purposes. Correspondence requested in German. SIMEX Filtration-Foerder-Messtechnik (importer, distributor), 13 Bachstrasse, D-7031 Magstadt, Baden-Wuerttemberg. WTD 2/70.

203 Canning, preserving foods

20331—SWITZERLAND — Grapefruit segments in syrup, size no. 2 and 46 oz. Aux Planteurs Reunis SA (importer, distributor, agent), 2, Ave. J. J. Mercier, P.O. Box, 1002 Lausanne. WTD 3/70.

20332 — SWITZERLAND — Red kidney beans "au naturel" no. 10 size. Aux Planteurs Reunis SA (importer, distributor, agent), 2, Ave. J. J. Mercier, P.O. Box 1002, Lausanne. WTD 3/70.

209 Food preparations

20922 — GERMANY — Soybean meal. c.i.f. European ports. Rheinische Kraftfutterwerke GmbH. (importer), 5 Duisburger Strasse, 404 Neuss. WTD 5/70.

222 Broad woven fabric mills, manmade fiber, silk

22215—CYPRUS — Rayon and/or acetate mixtures with other fibers (gray goods). Quote c.i.f. Cyprus. Direct purchase and agency. P. C. Orinos (importer, distributor, agent), 33-35 Pygmalionos St., P.O.B. 1285, Nicosia. WTD 4/70.

22217—CYPRUS — Cotton/rayon trousering fabrics. Quote c.i.f. Cyprus. Direct purchase and agency. P. C. Orinos (importer, distributor, agent), 33-35 Pygmalionos St., P.O.B. 1285, Nicosia. WTD 4/70.

249 Wood products

24990—BRAZIL—Three hundred forty thousand wood blocks (generic name: populus alba and/or aspe-populus tremula). Size: 210 x 140 x 4 millimeters. Cia. Paulista de Estradas de Ferro (railroad company, government owned), Departamento de Materiais, Rua Sao Bento, Jundiai, S.P.

251 Household furniture

25112—GERMANY—Wood living room furniture, library & hall furniture, tables, desks, bookcases, book shelves, bars, cellarets, telephone tables & chairs. Prices c.i.f. European ports. Direct purchase and agency. C. F. Sandberg Export-Import KG (importer, distributor, agent), 5 Koeln, 18-22 Gereonstrasse. WTD 5/70.

25113—GERMANY—Dining room furniture. Prices c.i.f. European ports. Direct purchase and agency. C. F. Sandberg Export-Import KG (importer, distributor, agent), 5 Koeln, 18-22 Gereonstrasse. WTD 5/70.

262 Paper mills

26213 — AUSTRALIA — High gloss short grain paper board, known as "cast coated" board, 24½ in. by 28 in., used in manufacture of record covers. Requirements are two tons per wk., purchased in ten ton lots. Mr. J. E. Inglis, Mgr., Overseas Procurement Div., Electronic Industries Ltd. (importer, distributor, manufacturer, agent), 161-173 Sturt St., South Melbourne 3205, Victoria. WTD 4/70.

26215 — AUSTRALIA — White paper with good surface capable of taking half tones in pressing for manufacture of record labels. Mr. J. E. Inglis, Mgr., Overseas Procurement Div., Electronic Industries Ltd. (importer, distributor, manufacturer, agent), 161-173 Sturt St., South Melbourne 3205, Victoria. WTD 4/70.

263 Paperboard mills, products

● **26300—IRAN**—Iranian Tobacco Co. requires 90 tons of unbleached kraft in sheets measuring 42 x 40 cms. Substance to be 60 grams/M2 (±)3 grams. Copy of tender and small sample of desired paper available from Forest Products and Packaging Division, BDSA, Room 5099, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-3530). Bid deadline is July 25.

● **26300—IRAN**—Iranian Tobacco Co. requires 150 tons of triplex board in sheets with one side glazed and one side white. Substance to be 270-280 grams/M² and calipre 0/30-0/32 mm. Sheet size for 100 tons to be 62 x 43 cms and remaining 50 tons to be 54 x 46 cms. Copies of tender with small sample available from Forest Products and Packaging Division, BDSA, Room 5099, U.S. Department of Commerce, Washington, D.C. 20230. ★(202-967-3530). Bid deadline is July 27.

287 Agricultural chemicals

28712—FRANCE—Fertilizers for apartment and garden plants. Le Clou Miracle (manufacturer), 29 rue Chorier, B. P. No. 298, 26 Valence. WTD 6/70.

322 Glass, glassware

32210—GUATEMALA—Glass containers for serum solutions—250 cc. with 43 mm. mouth opening. LABORATORIOS "Bonin"—Pierre Bonin Sucs. Cia. Ltda. (importer, manufacturer), Avenida Elena 14-28, Zona 3, Guatemala City. WTD in preparation.

329 Abrasive, asbestos, nonmetallic mineral products

32912—SOUTH AFRICA — Diamond saws, tungsten carbide cutting wheels for quarrying slate stone. Mazista Ltd. (importer), P.O. Box 353, Roodepoort, Transvaal. WTD 5/70.

331 Steel mill products

● **33100—IRAN**—100 tons strap-iron 2.5 cm. X 2m/m for preparing sleeper's S. Tender No. 296/49; bid deadline July 29. Iranian State Railways, Tehran. Copies of tender documents are available from Iranian Economic Mission, 2233 Wisconsin Ave., NW., Washington, D.C. 20007.

● **33100—KOREA**—529 sheets of steel angles; 142 sheets of steel plates of various sizes

and specs. Tender No. KFX-0102-PI; bid deadline July 5. Office of Supply, Seoul. Copies of tender documents available from Iron and Steel Division, BDSA-669, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-4412).

343 Heating apparatus, plumbing fixtures

34320—GERMANY—Lawn sprinklers. Prices c.i.f. European ports. Direct purchase and agency. Abner & Co. GmbH (importer, distributor, agent), 565 Solingen-Ohligs, 19 Kaerntener Str., POB 110140. WTD 5/70.

347 Coating, engraving, allied services

34790—ISRAEL—Complete line of "sputtering" equipment (electron beam coating process) for chrome/platinum coating of metals. GIBTON-Agents & Distributors Ltd. (importer, distributor, agent), 61 Herzl St., Tel Aviv. WTD in preparation.

349 Fabricated metal products

34970 — ENGLAND — Aluminum foil, one side to be anodised, then coated with polyvinyl butyral. Polyvinyl butyral finish should be of heat bonding type not self adhesive. Overall thickness 0.004". Rank Wharfedale Ltd. (The Rank Organisation) (manufacturer), Bradford Rd., Idle, Bradford, Yorkshire. WTD in preparation.

351 Engines, turbines

35111 — INDIA — Requests quotations for thermal power plant of 2000 kw, complete with boiler and ancillary equipment, such as coal and ash handling plant for 12000 spindle, 300 loom cotton textile mill in Nepal. The General Industrial Society Ltd. (manufacturer), Cotton Mills Div. (Nepal Project), G.T. Rd., Champdany, P.O. Baidyabati, District: Hooghly, West Bengal. WTD in preparation.

352 Farm machinery

35227 — GERMANY — Lawn mowers; electric & gasoline. Prices c.i.f. European ports. Direct purchase and agency. Abner & Co. GmbH (importer, distributor, agent), 565 Solingen-Ohligs, 19 Kaerntener Str., POB. 110140. WTD 5/70.

353 Construction, mining, materials handling machinery, equipment

● **35300—INDIA**—30 sets of dual completion equipment with accessories and spare parts. Equipment should be complete for operation inside 5½ inch casing. Tender number B-600/70/EXIM, bid deadline July 16 at 11 a.m. Specifications available from India Supply Mission, 2536 Massachusetts Ave., NW., Washington, D.C. 20008.

● **35300 — INDONESIA** — Taking bids for 1024 motor trucks; 231 pickups; 85 motor graders; 35 loaders; 16 crawler tractors; 12 power shovels; 18 portable crushers; 8 tractors and lowboy trailers; 22 industrial tractors; 54 compressors and other equipment, Tender No. 4/BM/IDA, bid deadline Aug. 26. World Bank Financing. Copy of detailed tender documents available for 15,000 Rupiah each from Department of Public Works and Power, DJL. Pattimura 7, Kebajoran Baru Djakarta.

354 Metalworking machinery

● **35400—CEYLON**—Crankshaft pin and journal regrinding machine for 11' diesel locomotive crankshaft. Bid deadline July 9. World wide procurement. Superintendent of Railway Stores, Ceylon Government Railway, Colombo. Tender copies are available from the above address to residents on the island for Rs. 100 ($16.81) per copy.

Valuable series

Which overseas markets have been good customers for products like yours, so that you can select those that show best future potential?

An excellent place to start your investigation is the U.S. statistics on exports—the Census Bureau's FT-410 series, which shows exports, by commodity, to country of destination.

From these monthly reports, you can learn which of some 169 countries have bought any of more than 3,000 U.S. products. By checking U.S. exports of your products for three or four years, you can determine which countries have been the largest and most consistent markets. In some instances, the FT-410 statistics will also give you an indication of the average price for your product in a given market.

"Introductory Guide to Exporting," revised April 1969 by U.S. Department of Commerce

35483 — ETHIOPIA — Oxygen production plant, 60 SCM/h cubic meters per hour capacity with facilities for simultaneous bottling of 10 bottles per hour; acetylene production plant, 30 SCM/h compressed to 20 kg/cm² pressure including facilities for simultaneous bottling of 80 bottles per day. Turnkey basis; delivery terms and payment conditions desired. Berhane Asfaha, Import-Export General Commission Agent & Manufacturers Representative (agent), P.O. Box 3139, Addis Ababa. WTD 5/70.

355 Special industry machinery

35540 — DOMINICAN REPUBLIC—Envelope making machinery for manufacturing 8 to 10,000 envelopes per day. Editora Nuevo Mundo (manufacturer), Arzobispo Merino No. 65, Santo Domingo. WTD in preparation.

35513—GERMANY—Packaging machinery, equipment for dairy, other food products. Direct purchase and agency. Heinrich Thulesius (importer, distributor), Duckwitzstrasse, P.O. Box 1708, 28 Bremen. WTD 5/70.

35540—HONG KONG—Automatic machinery for making adhesive tapes. Shivsons Corp. Ltd. (importer, agent, exporter), 40 Wyndham St., 5/F, P.O. Box 13015. Cable: SHRIBHARAT. WTD in preparation.

35540—KOREA—Envelope making machine, paper envelope, sizes: width—7.5 to 25 cm; length—11.2 to 40 cm, dimensions adjustable within specified sizes; capacity—from 200 sheets to 500 per min.; machine must be equipped with a gumming device, and a printing device to print on both inside and outside of envelope. High speed drying equipment to dry envelope adhesive. Dae Song Chi Kong Sa (manufacturer, printer), 313 Puahm-dong, Pusanchin-ku, Pusan. WTD in preparation.

356 General industrial machinery

35611—GERMANY—High pressure pumps with capacities of 7.5 to 50 liters per min., pressures between 500-1500 PSI. Diethelm K.G. (importer, manufacturer), d-7320 Goeppingen-Holzheim, Friedhofstrasse 9. WTD 2/70.

35613 — ISRAEL — Wind-driven pumps for general industrial use. Civil & Marine Engineering Co. Ltd. (engineering consulting services), 65 Ha'atzmauth Rd., P.O. Box 512, Haifa. WTD 5/69.

35690—GERMANY — Packaging, wrapping, labeling and marking machines, all types. Direct purchase and agency. Heinrich Thulesius (importer, distributor), Duckwitzstrasse, P.O. Box 1708, 28 Bremen. WTD 5/70.

358 Service industry machines

35852 — CYPRUS — Air conditioning units, complete: domestic and industrial. Quote c.i.f. Cyprus. Direct purchase and agency. Silvestrou & Kitromilides (importer, distributor, agent, retailer), 21-31 Pedieos Bldg., P.O.B. 1067, Nicosia. WTD 5/70.

361 Electric transmission, distribution equipment

● **36100—KOREA**—Supply of vacuum tube voltmeters; materials for carrier maintenance centers; pulse signalling test sets; universal testers; coupling capacitors; and more. Tender No. SLC-0101-PII; bid deadline July 10. Invited by the Office of Supply, Government of the Republic of Korea, Seoul. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230. ★(202-967-2939). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 (415-556-5868).

● **36100 — THAILAND** — Supply 45 each 333 KVA distribution transformers, conventional type, single phase, 50 cycle. Tender No. MEA-PSD-195; bid deadline July 17. Purchase & Stores Dept., Metropolitan Electricity Authority, 121 Chakraphet Rd., Bangkok, Thailand. Specifications available from the Power & Electrical Equipment, BDSA, Room 5886C, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-4188). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco., Calif. 94102 (415-556-5868).

363 Household appliances

36392 — PAKISTAN — Gas water heaters storage type (15, 30 gal. capacity). Requests catalogs, and quotations, c. & f., Karachi. The International Traders Ltd. (importer), Electric House, Inverarity Rd., P.O. Box 7146, Karachi. WTD in preparation.

366 Communication equipment

36622 — KOREA — Radio and television broadcasting equipment: automatic programing system for AM radio. Brochures, quotations requested. DBS Radio, Dong-A Broadcasting System (radio station), K.P.O. Box 250, Seoul. WTD in preparation.

36623—IVORY COAST—Anti-robbery radar-type device, when installed in room emits UHF radio signal in 360° pattern which reflects off walls; bell rings when signal interrupted by intruder. Must be available in 50 cycles. Prices requested c.i.f. Abidjan. Correspondence requested in French. Telecommunications Department, Ets. Peyrissac- Cote d'Ivoire (importer), B.P. 1272, Abidjan. WTD 11/69.

373 Ship building, repairing

37313—EL SALVADOR—Two ISM vessels, in working condition, for delivery from U.S. Pacific coast. Mauricio Apostolo M. (freight forwarders, custom brokers), Pony Express, Aeropuerto Ilopango, Apartado Postal 1185, San Salvador. WTD in preparation.

386 Photographic equipment

● **38600—MALAYSIA**—Supply of film processing equipment for TV, including one 16 mm. reversal film processor with or without variable area sound track, suitable for daylight loading and operation, with three magazines; two chemical mixer-pumps; one transmission densitometer; one sensitometer; spares for above equipment; one heavy duty PVC hose; one 10 gallons stainless steel tank. Tender No. 1/PK/JP/TV/SABAH/70; bid deadline July 1. Invited by the Director General, Department of Broadcasting, Angkasapuri, Bukit Putra, Kuala Lumpur, Malaysia. Tender terms and specifications are expected to arrive and will be available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-2939).

509 Wholesalers

50930 — KOREA — Decommissioned vessels for demolition into scrap metal, netweight—7,000 to 10,000 tons per vessel. Sam Jung Chemical Co., Ltd. (Sam Chong Hwahak Kongop Chusik Hoesa) (importer, distributor, manufacturer), I.P.O. Box 1377, Seoul. WTD in preparation.

Future Construction

For maximum assistance to those interested in overseas construction projects, U.S. Foreign Service officers report them as soon as possible, often in early planning stages. Some may not reach completion as originally proposed. In such cases additional information is published as it is obtained.

KOREA—During a May 22 National Assembly audit of Seoul, plans for a **municipal subway system** were announced. Seoul's Mayor Yang said that he expects to spend approximately W 33 billion in domestic funds and $80 million in foreign exchange to build the 126 kilometer subway, which would have a width of seven meters and include and undetermined amount of track for elevated trains. It is reported that Mayor Yang will soon establish a committee for the subway program. This committee will invite, through international bids, engineering consultant firms to participate in the subway feasibility study. The bid date will be publicly announced. The city hopes to complete the feasibility study within 1970 and begin construction in 1971. Until the subway committee is named, interested U.S. firms may forward their inquiries to: The Honorable Mayor Yang, Taik Shik, Seoul City Government, Seoul, Korea. Attn: Mr Yoon, Chin Woo, Director, City Planning Bureau.

PERU—The preliminary recommendations made by the Government Committee in charge of the study of the project for the **construction of a massive transportation system in the Lima-Callao area** have been approved by President Juan Velasco Alvarado and his cabinet. The study has projections to the year 2000 and the cost has been estimated at 100 to 150 million dollars. The construction of the system will probably take up to eight years. The basis for inviting international bidders for the preparation of the feasibility studies will soon be set up. The definitive study will take 20 months, of which eight months will be spent studying everything related to the first portion of the line, which will form the basic part of the system.

VENEZUELA—The President of C.A. de Administracion y Fomento Electrica "CADAFE" stated during a press interview that his agency will have to invest Bs 12 billion during the next ten years for the **development of the country's electric power generation and distribution system.** CADAFE's General Manager further stated that the country's electrification plant, originally drawn up in the early 50's and amended several times after, is being worked on to change it from a general overall plant to a detailed working schedule. CADAFE intends to finance the plan from profits, bond issues and internal loans and with foreign financing being requested for major projects, such as power plants, dams, etc. Equipment and supply purchases will be made as the need arises and companies located in Venezuela or with sales agencies in the country will be given preference. Among the imported equipment needed are: power transmission cables over 64 KV; heavy insulators; distribution and sub-station equipment; controls; breakers; generators; steam turbines; gas turbines; transmission line hardware. No bidding is expected for "supplies" (cables, insulators, small transmission line towers, hardware, domestic and industrial distribution and wiring material) but national or international bidding will be opened for power plants, generation facilities, switchyards and similar large or costly installations. Interested U.S. firms should maintain close contact with CADAFE, Edificio Fundacion La Salle, Avenida Cota Mill, Caracas, preferably through their local agents, to determine the timing for the purchase of this equipment.

VENEZUELA—According to the Ministry of Mines and Hydrocarbons, a Japanese company is now completing a survey of **the Bailadores mineral deposits (zinc, copper, lead, silver) in the state of Merida.** Several groups are interested in joint ventures with the government to develop these minerals and firm negotiations are expected to start in June this year. Bailadores has a potential capacity of 300,000 tons per year with reserves so far estimated at 2,500,000 tons of gross mineral. the project involves export opportunities for mining and transport equipment. Further information is available from: Director of Mines, Ministerio de Minas e Hidrocarburos, Torre Norte, Centro Simon Bolivar, Caracas, Venezuela.

Argentina extends bid deadline

Gas Del Estado, Alsina 1170, Buenos Aires, the Argentine owned gas utility, announced that it has extended the bid deadline for installation of an EDP accounting system from June 16 to August 18.

Copies of conditions are available for 50 Argentine pesos from the above address by requesting Tender No. 7765. (See INTERNATIONAL COMMERCE, May 18, and *Commerce Business Daily*, May 18.)

Indonesia publishes tender for variety of workshop items

The Directorate General of Highways, Department of Public Works, and Power, Djalan Pattimura 7, Kebajoran Baru, Djakarta, has issued Tender No. 1/BM/IDA for the supply of workshop equipment, spares and supplies for maintaining highway equipment. Items to be purchased include: precision lathes, power hack saws, grinding machines (valve face bench and horizontal), wrenches, sanders, drills, jacks, compressors, paint spray gun sets, blow torches, pumps for oil recovery, fire extinguishers, mechanical tool sets, pliers, fittings, etc. The tender calls for small quantities of varying types of these items. The bid deadline is July 15.

A copy of the specifications is available on a three-day loan period to firms domiciled in the United States from the General Industrial Equipment Division, BDSA-647, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-5585).

Greek telecommunications unit seeks supply of transmitters

The Hellenic Telecommunications Organization has issued Tender No. 6788 for the supply of telecommunications equipment. The bid deadline is July 30.

Bids should offer three radio telegraphy transmitters 100-150 watt, 415-525-KHz and three radio telephony transmitters 100-150 watt 1.6-15MHz.

Copies of the tender announcement and specifications are available from the Hellenic Telecommunications Organization S.A. (OTE) 6, Klissovis St., Athens or on a short-term loan basis to firms located in the U.S. from the Communications-Electronics Division, BDSA-643, Room 4209, U.S. Department of Commerce, Washington, D.C. 20230. ★(202-967-4823).

Visiting Buyers and Officials

Scheduled arrival dates and U.S. addresses indicated

LEBANON—Charles W. Geadah, Geadah Bros., Rue Clemenceau, P.O. Box 4470, Beirut, **interested in contacting U.S. manufacturers and suppliers of foodstuffs and grocery items.** June 18 via Houston for approx. 2 weeks. c/o Uncle Ben's Inc., 5610 Clinton St., Houston, Texas, and Fairco, 518 Gravier St., New Orleans, La. Itinerary: Houston, 6/22-26 New Orleans, 6/26-30 New York. WTD 6/70.

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New Books and Reports

***Marconi's International Register: 1970.* Published by Marconi International Code Co. 1,352pp. $25.**

The principal firms of the world which have international contacts are listed alphabetically in the first section. Information includes name of firm, address, cable address, cable code used and nature of the business. The Cable Address Index Section provides an alphabetic list of cable addresses with a cross reference to the Alphabetical Section. An international trade index presents trade headings, arranged alphabetically, giving names of firms that handle or produce the product. Firms are subdivided by country, and producers or manufacturers are indicated. The Trade Names, Brands and Trade Marks Section lists these alphabetically with the name of the manufacturer. The Legal Section lists attorneys and counselors at law alphabetically by country. An index of trade headings in English, French, Spanish and German is included.

Write: Telegraphic Cable & Radio Registrations, Inc., 2 Broadway, New York, N.Y. 10004

***Western European Markets for Frozen Foods.* International Trade Centre, UNCTAD/GATT, Geneva. 230pp. $5.**

Contains a study of the Western European market for frozen foods, including quick frozen foods. Recent developments in production, trade and consumption of quick frozen foods in some of the major European markets are reviewed. Trading opportunities that exist or may develop in the near future for processors and exporters located in the developing countries are identified. The report concentrates on three major markets: the United Kingdom, the Federal Republic of Germany and France. Specific opportunities within these markets for exports from the developing countries are indicated.

Write: International Trade Centre, UNCTAD/GATT, Palais des Nations, 1211 Geneva 10, Switzerland.

***On the Application of Business Economics and Replacement Value Accounting in the Netherlands.* By Abray Mey. U. of Washington, Seattle. 31pp. $2.**

Conventional accounting in The Netherlands follows the same method as in the United States and other countries—identifying the value of assets with the price current at the moment of their acquisition. That tradition has generated some opposition within The Netherlands Institute of Accountants. A discussion of this opposition follows. Limperg's theory of value has become the theory of the Amsterdam School of Economics. It deals, among other things, with the economic concepts of value and cost. This and other theories such as the theory of replacement value are discussed in detail.

Write: B. A. Faculty Publications, IBS #8, 105 MacKenzie Hall, U. of Washington, Seattle, Wash. 98105.

***Contacts*, a Quarterly Bulletin for Locating Worldwide Sales Representation. Keller Publishing Corp., New York.**

The publishers of the trade journals World Industrial Reports and Reportero Industrial are inaugurating a new publication aimed at finding agents, representatives and distributors for industrial marketers.

Contacts, a quarterly bulletin, is being published in Spanish and English versions and mailed to 10,000 overseas industrial agents, distributors and representatives. It contains listings on U.S. manufacturers seeking to locate or improve representation for specific types of industrial products and in specific areas of the world. It includes a full-page, detailed questionnaire form on which applicants will supply comprehensive information and qualifications.

Write: Keller Publishing Corp., 5 East 35th St., N.Y. 10016.

***Phillips' Paper Trade Directory of the World, 1970.* S. C. Phillips, London. 1970. 761pp. $14.70.**

Companies in the paper trade around the world are listed alphabetically by country. Company groupings in the British paper trade and converting industry are presented. British standard sizes for paper and board, paper trade customs and equivalent weights of paper as well as detailed information on paper, board and pulp mills in Great Britain are given. The classified list of mill products includes all countries. Membership in EEC or EFTA is indicated.

Write: S. C. Phillips & Co., Ltd., Alliance House, 50-51 Fetter Lane, London E.C.4, England.

***The Market for Selected Manufactured Products from Developing Countries in Ivory Coast (121pp.), Singapore (142pp.) and Thailand (128pp.).* International Trade Center, UNCTAD/GATT, Geneva, $3 apiece (free to traders in developing countries).**

These are part of a 21-report series originally undertaken by UNCTAD/GATT at the request of the Brazilian Government to determine the market for Brazilian products in the national markets of 20 developing countries and South Africa. Although the research was conducted specifically for export promotion of Brazilian manufactures, the Centre says that the findings can be equally valuable to all developing countries in expanding their exports of similar products.

Earlier volumes dealt with Cameroon, Libya and Malaysia. Future issues will cover Ghana, Liberia, Morocco, Nigeria, Senegal, Bahrain, Kuwait, Qatar, Saudi Arabia, the Trucial States, Taiwan, Hong Kong, Iran, and the Philippines.

Write: International Trade Centre, UNCTAD/GATT, Palais des Nations, 1211 Geneva 10, Switzerland.

***World Outlook, 1970.* The Economist Intelligence Unit. 96pp. $12.60.**

Gives detailed forecasts of business trends for 1970. General worldwide trends are given followed by individual coverage of 140 countries. Highlights include: in the U.S. economic restraint will remain the keynote; growth in Western Europe will be slower; Japan's boom will continue; growth rates in the USSR and Eastern Europe will be slower. A brief look at world commodities is also provided.

Write: Economist Intelligence Unit, 60 East 42nd St., New York, N.Y. 10017

***Trade in Manufactures of Developing Countries: 1968 Review.* United Nations. 80pp. $1.50.**

This report analyzes changes in world trade and the trends in exports of manufactures by developing countries to the developed ones and to the socialist countries of Eastern Europe and Asia. A general review of the trade in manufactures is presented and tables and charts provide specific data.

Write: Sales Section, United Nations, New York, N.Y. 10017

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Calendar *for international traders*

CHICAGO—June 23—In-office meeting for exporters, Commerce Field Office.

FAIRFIELD, CONN.—July 2—Export Managers Club of Bridgeport (Southern Connecticut) luncheon, 12-2 p.m., Fairfield Motor Inn.

GRAND ISLAND, NEB.—June 25—Seminars on export market development (9 a.m.) and export documentation (2 p.m.), Holiday Inn. Sponsors: Grand Island Chamber of Commerce, REEC, Commerce's Kansas City Field Office.

HONOLULU—July 15—How to Get Started in Exporting seminar, 10 a.m., Room 286, Commerce Field Office.

MINNEAPOLIS—June 24—Seminar on documenting shipments to Canada, Commerce Field Office, 2 p.m. Sponsors: REEC and Field Office.

NASHVILLE—June 25—Middle Tennessee Exporters' Roundtable on the Port of New Orleans, Statler-Hilton Motel.

NEWARK—June 24—Profits in Exports Meeting, Small Business Administration Office, 970 Broad St. Sponsors: REEC, SBA, Commerce's New York Field Office.

NEW YORK—July 1-2—Business consultations with U.S. Foreign Service Officers Ronald Flack and Edward Lollis, Economic Officer and Commercial Officer, respectively, in Abidjan, Ivory Coast.

OMAHA—June 23—Export market development seminar, Federal Bldg., 9 a.m. Sponsors: Omaha Chamber of Commerce, REEC, Commerce's Kansas City Field Office.

PHOENIX—June 23 and 25—In-office export workshop, 10 a.m.-noon, Commerce Field Office.

WASHINGTON, D.C.—July 9—Monthly meeting of the International Commerce Committee of the American Marketing Assn., Main Commerce Dept. Bldg., noon. Subject: The Role of the Combination Export Manager.

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

Information and advice is available from these offices on: foreign markets for U.S. products and services, economic facts on foreign countries, firms with marketing facilities overseas, trade and investment opportunities abroad, Government financing aid to exporters, foreign exchange regulations and procedures, export and import statistics.

ALBUQUERQUE, N. MEX., 87101, U. S. Courthouse. Area Code 505, 843-2386.

ANCHORAGE, ALASKA, 99501, 412 Hill Bldg., 632 Sixth Ave. Area Code 907, 272-6531.

ATLANTA, GA., 30303, 4th Floor Home Savings Bldg., 75 Forsyth St., NW. Area Code 404, 526-6000.

BALTIMORE, MD., 21202, 305 U.S. Customhouse, Gay and Lombard Sts. Area Code 301, 962-3560.

BIRMINGHAM, ALA., 35205, Suite 200-201, 908 S. 20th St. Area Code 205, 325-3327.

BOSTON, MASS., 02203, Room 510, John Fitzgerald Kennedy Federal Bldg. Area Code 617, 223-2312.

BUFFALO, N.Y., 14203, 504 Federal Bldg., 117 Ellicott St. Area Code 716, 842-3208.

CHARLESTON, S.C., 29403, Federal Bldg., Suite 631, 334 Meeting St. Area Code 803, 577-4171.

CHARLESTON, W. VA., 25301, 3000 New Federal Office Bldg., 500 Quarrier St. Area Code 304, 343-6181 Ext. 375 and 376.

CHEYENNE, WYO., 82001, 6022 Federal Bldg., 2120 Capitol Ave., Area Code 307, 778-2220.

CHICAGO, ILL., 60604, 1486 New Federal Bldg., 219 S. Dearborn St. Area Code 312, 353-4400.

CINCINNATI, OHIO, 45202, 8028 Federal Office Bldg., 550 Main St. Area Code 513, 684-2944.

CLEVELAND, OHIO, 44114, Room 600, 666 Euclid Ave. Area Code 216, 522-4750.

DALLAS, TEX., 75202, Room 1200, 1114 Commerce St. Area Code 214, 749-3287.

DENVER, COLO., 80202, Room 161 New Customhouse, 19th and Stout Sts. Area Code 303, 297-3246.

DES MOINES, IOWA, 50309, 609 Federal Bldg., 210 Walnut St. Area Code 515, 284-4222.

DETROIT, MICH., 48226, 445 Federal Bldg. Area Code 313, 226-6088.

GREENSBORO, N.C., 27402, 258 Federal Bldg., W. Market St. P.O. Box 1950. Area Code 919, 275-9111.

HARTFORD, CONN., 06103, Room 610-B, Federal Office Bldg., 450 Main St. Area Code 203, 244-3530.

HONOLULU, HAWAII, 96813, 286 Alexander Young Bldg., 1015 Bishop St. Area Code 808, 546-5977.

HOUSTON, TEX., 77002, 5102 Federal Bldg., 515 Rusk Ave. Area Code 713, 226-4231.

JACKSONVILLE, FLA., 32202, P.O. Box 35087, 400 W. Bay St. Area Code 904, 791-2796.

KANSAS CITY, MO., 64106, Room 1840, 601 E. 12th St. Area Code 816, 374-3141.

LOS ANGELES, CALIF., 90024, 11th Floor, Federal Bldg., 11000 Wilshire Blvd. Area Code 213, 824-7591.

MEMPHIS, TENN., 38103, 710 First American Bank Bldg., 147 Jefferson Ave. Area Code 901, 534-3214.

MIAMI, FLA., 33130, Rm. 821, City National Bank Bldg., 25 W. Flagler St. Area Code 305, 350-5267.

MILWAUKEE, WIS., 53203, Straus Bldg., 238 W. Wisconsin Ave. Area Code 414, 272-8600.

MINNEAPOLIS, MINN., 55401, 306 Federal Bldg., 110 S. Fourth St. Area Code 612, 725-2133.

NEW ORLEANS, LA., 70130, 909 Federal Office Bldg., S., 610 South St. Area Code 504, 527-6546.

NEW YORK, N.Y., 10007, 41st Floor, Federal Office Bldg., 26 Federal Plaza, Foley Sq. Area Code 212, 264-0634.

PHILADELPHIA, PA., 19107, Jefferson Bldg., 1015 Chestnut St. Area Code 215, 597-2850.

PHOENIX, ARIZ., 85025, 5413 New Federal Bldg., 230 N. First Ave. Area Code 602, 261-3285.

PITTSBURGH, PA., 15222, 2201 Federal Bldg., 1000 Liberty Ave. Area Code 412, 644-2850.

PORTLAND, ORE., 97204, 217 Old U.S. Courthouse, 520 S.W. Morrison St. Area Code 503, 226-3361.

RENO, NEV., 89502, 2028 Federal Bldg., 300 Booth St. Area Code 702, 784-5203.

RICHMOND, VA., 23240, 2105 Federal Bldg., 400 N. 8th St. Area Code 703, 649-3611.

ST. LOUIS, MO., 63103, 2511 Federal Bldg., 1520 Market St. Area Code 314, 622-4243.

SALT LAKE CITY, UTAH, 84111, 3235 Federal Bldg., 125 S. State St. Area Code 801, 524-5116.

SAN FRANCISCO, CALIF., 94102, Federal Bldg., Box 36013, 450 Golden Gate Ave. Area Code 415, 556-5864.

SAN JUAN, P.R., 00902, Room 100, Post Office Bldg. Phone 723-4640.

SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Bldg., 125-29 Bull St. Area Code 912, 232-4321.

SEATTLE, WASH., 98104, 8021 Federal Office Bldg., 909 First Ave. Area Code 206, 583-5615.

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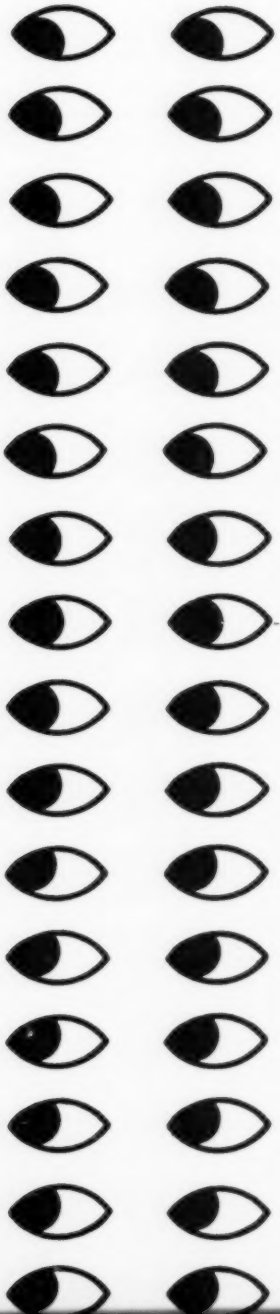

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